

ESTTA Tracking number: **ESTTA542991**

Filing date: **06/13/2013**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	Rovio Entertainment, Ltd.		
Entity	limited liability company	Citizenship	Finland
Address	P.O. Box 65 Espoo, 02150 FINLAND		

Attorney information	J. Michael Keyes K&L Gates LLP 618 W. Riverside Avenue, Suite 300 Spokane, WA 99201 UNITED STATES TTABlitigationdocket@klgates.com, pltrademarks@klgates.com Phone:509.624.2100
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### Applicant Information

Application No	85630650	Publication date	05/14/2013
Opposition Filing Date	06/13/2013	Opposition Period Ends	06/13/2013
Applicant	Tydestone, Inc. 1240 Blalock Rd 150 Houston, TX 77055 UNITED STATES		

### Goods/Services Affected by Opposition

Class 009. All goods and services in the class are opposed, namely: Computer game software downloadable from a global computer network; Computer game software for use on mobile and cellular phones
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### Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

### Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	3976576	Application Date	03/04/2010
Registration Date	06/14/2011	Foreign Priority Date	NONE
Word Mark	ANGRY BIRDS		
Design Mark			

Description of Mark	NONE
Goods/Services	<p>Class 009. First use: Video games for mobile devices, personal computers, consoles, tablets; electronic game programs; downloadable electronic game programs; electronic game software; computer game programs; downloadable computer game programs; interactive game programs; interactive game software; apparatus for games adapted for use with television receivers; cinematographic apparatus; protective carrying cases specially adapted for phones and handheld computers</p> <p>Class 016. First use: Booklets and manuals regarding video games; books in the field of video games; calendars, children's books, comic books, address books, coloring books and activity books; book covers; bookmarks; erasers, gift wrapping paper, gift boxes made of cardboard, invitation cards, magazines regarding games, memo pads, note pads, notebooks; paper napkins, paper party hats and party decorations made of paper, paperback books, pencil sharpeners, pens and crayons, picture storybooks, playing cards, posters, postcards, ring binders, rubber stamps, scratch pads, paper staplers, stationery, stationery-type portfolios and folders, sticker albums, stickers, trading cards; general purpose plastic bags; paper dishes; protective covers for notebooks</p> <p>Class 028. First use: Board games; electronic game equipment for playing video games, namely, hand held units for playing video games other than those adapted for use with an external display screen or monitor; game cards; non electric hand-held skill games, soft dolls, not for animals; puzzles; toy action figures, not for animals; balloons and yo-yos; plush toys, not for animals; Christmas tree decorations; toy figures attachable to pencils; plush toys that connect to belts by a hook; non-articulated PVC figures; and rubber balls</p> <p>Class 041. First use: Providing a web site featuring entertainment information in the fields of electronic game programs, electronic game products, and electronic game programs and products; television programs in the field of entertainment; organizing sporting events, namely, swimming meet, soccer competition, baseball competition, hockey competition; entertainment services in the nature of creation, development, and production of films, animation or animated films, and television programs</p>

U.S. Registration No.	4148716	Application Date	03/09/2011
Registration Date	05/29/2012	Foreign Priority Date	NONE
Word Mark	ANGRY BIRDS		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use: Compact discs featuring games, music or videos, mouse pads, sunglasses, and mobile phone accessories, namely, mobile phone straps, charms, chargers, cases, battery cases; digital music downloadable from the internet</p> <p>Class 041. First use: Provision of pre-recorded, non-downloadable digital music online by means of Mp3 websites on a global computer network, the Internet and via wireless electronic communication devices; non-downloadable digital music from the internet, via wireless electronic communication devices; entertainment services, namely, providing non-downloadable pre-recorded digital music presented to</p>		

	mobile communications devices via global computer network and wireless networks
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U.S. Registration No.	4200545	Application Date	04/15/2011
Registration Date	09/04/2012	Foreign Priority Date	03/31/2011
Word Mark	ANGRY BIRDS		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 003. First use:</p> <p>Bleaching preparations and bleaching salts and bleaching sodas for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices; non-medicated toiletries; manicure preparations, namely, adhesives for artificial nails, nail cream, nail enamel, nail gel, nail polish, and nail glitter; non-medicated skin and facial cleansers; adhesives for cosmetic purposes; after-shave lotions; antiperspirants; antistatic preparations for household purposes; aromatics, namely, aromatic oils, aromatic potpourris; milled and processed quillaia bark for use as hand-washing soap and laundry soap; bath salts; cosmetic preparations for baths; beauty masks; bleaching salts; bleaching soda; bluing for laundry; color-brightening chemicals in the nature of washing preparations for laundry use; paint removing preparations; cosmetic kits comprised of lipstick, lip gloss, mascara, eye-shadow; cosmetic preparations for slimming purposes; cotton sticks for cosmetic purposes; cotton wool for cosmetic purposes; cosmetic creams; skin whitening creams; creams for leather; denture polishes; preparations for cleaning dentures; personal deodorants; laundry detergents; hair dyes for cosmetic purposes; eau de Cologne; toilet water; hair cream, hair gel, shampoos, hair conditioner and hair moistening preparations; perfumes; lipsticks; skin and face creams and lotions; false nails; nail polishes and varnishes and thinners therefor; sun block; bleaching preparations in the nature of decolorants for cosmetic purposes; cake flavorings in the nature of essential oils; cleansing milk for toilet purposes; eyebrow cosmetics; eyebrow pencils; fabric softeners for laundry use; false eyelashes; floor wax; hair dyes; hair spray; laundry bleach; laundry pre-soak; laundry starch; lotions for cosmetic purposes; make-up; make-up powder; make-up preparations; make-up removing preparations; mascara; mouth washes, not for medical purposes; nail care preparations; cosmetic pencils; polish for furniture and flooring; pomades for cosmetic purposes; potpourris for use as fragrances; pumice stone; sandpaper; scented wood; shoe cream; shoe polish; shoe wax; laundry starch; soap for brightening textile in the nature of laundry soap; starch glaze for laundry purposes in the nature of laundry starch; sun-tanning preparations; tissues impregnated with cosmetic lotions; varnish-removing preparations; depilatory wax; laundry wax; polishing wax; waxes for leather; depilatory preparations; petroleum jelly for cosmetic purposes; decorative fingernail decals for cosmetic purposes; incense; fragrances; gel soap, bar soap; bubble bath; shower gel; toothpaste; mouthwash; cleansing, toning, moisturizing and exfoliating preparations for skin; body cream and lotion; hand cream and lotion; skin cleanser and non-medicated body soaps; perfumed body powder; bath oil; baby oil, baby powder, baby gel and baby lotion; lip gloss, non-medicated lip balm; sachets for perfuming linen; massage oils and lotions; aromatherapy preparations, namely, non-medicated skin creams with essential oils for use in aromatherapy</p> <p>Class 014. First use:</p> <p>Precious metals and their alloys; goods in precious metals or coated therewith, namely, jewelry, boxes, baskets; jewellery, precious stones; horological and chronometric instruments; imitation jewellery and ornaments of precious metal in</p>		

	<p>the nature of jewelry; brooches; pendants; non-monetary commemorative coins and tokens for collecting purposes; cufflinks; earrings; gold thread jewelry; ornaments of precious metal in the nature of jewelry; jewelry of imitation gold; jewellery cases; necklaces; rings; bracelets; medals; medallions; unwrought and semi-wrought precious stones and their imitations; statues and statuettes of precious metal; tie clips; clocks, watches and structural parts and structural fittings therefor; watch straps, watch bands, watch chains; cases for pocket watches; clocks and watches having the game function; electric clocks and electric watches; table clocks; pocket watches; stopwatches; wall clocks; alarm clocks; chronometers; ornamental pins; key chains and key cases/carriers of precious metal and/or precious stones; badges of precious metal; cases for watches (presentation); cases for watches and clocks; sun dials; diamonds; jewelry boxes and jewelry cases of precious metal; chenille cuff links; stock pins in the nature of ornamental pins; figurines in the nature of statuettes of precious metal; trophies of precious metal; commemorative coins; key rings of precious metal; insignias of precious metal; badges of precious metal; pearls; artificial gemstones in the nature of unwrought and semi-wrought precious stones and their imitations</p> <p>Class 016. First use: wall paper stencils</p> <p>Class 018. First use: Leather and imitations of leather, and goods made of leather and imitations of leather, namely, handbags, purses; animal skins, hides; trunks and travelling bags; umbrellas, parasols and walking sticks; whips, harness and saddlery; bags, namely, carry all bags; athletic bags; bath bags in the nature of toiletry bags sold empty; book bags; diaper bags; duffel bags; suit carriers being travelling bags; waist bags; all purpose carrying bags, weekend bags in the nature of tote bags; work bags in the nature of attaché cases; backpacks; rucksacks; knapsacks; purses and wallets; suitcases; attaché cases; canvas and leather shopping bags; bands of leather; leather shoulder belts; calling card cases, vanity cases sold empty; school satchels; suitcase handles; travelling sets comprising luggage; travelling trunks; umbrella covers; umbrella handles; walking stick seats; luggage belts; luggage tags, beach bags; briefcases; boxes and cases of leather or leather board; handbags; leather straps; mountaineering sticks; briefcase- type portfolios for carrying sheet music; net bags for shopping; school bags; tool bags of leather or imitations of leather sold empty; valises; hunters' game bags; bags, envelopes and pouches of leather for packaging; handbag frames; sling bags for carrying infants; wheeled shopping bags; wheeled backpacks, duffel bags and suitcases; cardboard trunks and wine carrying cases; chain mesh purses, not of precious metal; clutch purses; coin purses; cosmetic purses; evening purses; leather purses; purses, not of precious metal; garment bags for travel</p> <p>Class 020. First use: Furniture, mirrors, picture frames; goods of wood, cork, reed, cane, wicker, horn, bone, ivory, whalebone, shell, amber, mother-of-pearl, meerschaum and substitutes for all these materials, or of plastics, namely, works of art; office furniture, photograph frames; dressing tables; easy chairs; beds and water beds for non-medical purposes; wood bedsteads; furniture screens; armchairs; baker's bread baskets not of metal; benches; letter boxes of wood or plastic; cabinet work; cabinets; chests for toys; corks; hairdresser's chairs, deck chairs; desks; tables, dinner wagons; head-rests as furniture parts; divans; library shelves; lockers; non-electric locks not of metal; furniture racks, namely, coat racks, hat racks, plant racks, pot racks, and storage racks; saw horses; school furniture; seats; sofas; tea carts; umbrella stands; cots; cupboards; display boards; dressing tables; footstools and stools; shelves; air cushions; Air mattresses for use when camping; air pillows; sleeping bags; bed fittings, not of metal; non-textile curtain holders; curtain hooks; curtain rails; curtain rings; curtain rods; curtain rollers; curtain tie-backs in the nature of non-textile curtain</p>
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	<p>holders; cushions; towel dispensers not of metal; mattresses; pillows; non-metal clothes hooks and coat hangers; coat stands; hat stands; ladders of wood or plastics; embroidery frames; statues of wood, wax, plaster or plastic; fire screens for domestic use; Nonmetal and non-paper containers for storage or transport; storage tanks not of metal or masonry for storing toys; filing cabinets; containers of plastic for packaging purposes; metal-substitute plastic fasteners, namely, nails, wedges, nuts, screws, tacks, bolts, rivets, and casters; door stops of plastic or wood; infant walkers; playpens for babies; support pillows for use in baby seating excluding safety seating for use in automobiles; decorative mobiles; cradles; cots; and cribs; high chairs for babies; furniture chests, chests of drawers; wind chimes; flower-pot pedestals; flower-stands; decorative edging strips of plastics and/or wood for use with window fittings; ornaments and decorations for windows or doors made of or from plastics, wax, wood, cork, reed, cane, wicker, horn, bone, ivory, whalebone, shell, amber, mother-of-pearl, meerschaum and substitutes for these materials; step ladders and ladders not of metal, tool boxes not of metal, non-metal garden stakes for plants or trees; imitation foods for display made of plastic materials, namely, imitation desserts, imitation candy, imitation cakes, imitation fruits; flagpoles, works of art, figurines and statuettes and small decorations or ornaments of wood, cork, reed, cane, wicker, horn, bone, ivory, whalebone, shell, amber, mother-of-pearl, meerschaum and substitutes for these materials, or of wax, plaster or plastics; plastic key cards not encoded; bins, not of metal; bottle closures not of metal; bottle racks; corks for bottles; house numbers, not of metal, non luminous; identity plates, not of metal; inflatable publicity objects; letter boxes not of metal or masonry; magazine racks; plate racks; cup racks; upright signboards of wood or plastic, plastic sealing clips for bags; inflatable headrests in the nature of bath pillows; decorations of plastic for foodstuffs or lunch boxes; handheld flat fans, handheld folding fans, non-electric fans for personal use; bamboo curtains, and bamboo blinds, bead curtains for decoration; bead curtains; oriental single panel standing partition, hanging boards in the nature of Japanese style pegboards using positional hooks for use as movable wall partitions; oriental folding partition screens; drinking straws; keyboards for hanging keys; mannequins; medicine cabinets; mats, removable, for sinks; name plates, not of metal; number plates, not of metal; mirror tiles; pegs not of metal; plastic doorknobs; wood stools; bed pads; crib bumpers</p> <p>Class 021. First use:</p> <p>Containers for household or kitchen use; household or kitchen utensils, namely, pot and pan scrapers, rolling pins, spatulas, turners, whisks; combs and bath sponges, scouring sponges, cleaning sponges; brushes excluding paint brushes, namely, cleaning brushes for household use, nail brushes, hair brushes; brush-making materials; articles for cleaning purposes, namely, cleaning cloths, cleaning cotton, steel wool for cleaning; steel wool; unworked or semi-worked glass except glass used in building; glassware, porcelain and earthenware, namely, beverage glassware, ornaments and statuettes of porcelain and earthenware; portable baby bath tubs; baskets, for domestic use not of metal; mugs; non-electric food blenders; ironing boards; boot jacks; stoppers for bottles made of/from ceramics, china, glass, crystal, earthenware, terra-cotta and porcelain; bottles sold empty; bowls; iron kettles; salad bowls; non-electric whisks; rice chests; colanders; household utensils, namely, strainers; cooking funnels; food preserving jars of glass; cooking graters; chopstick cases; rolling pins for cooking purposes; lemon squeezers in the nature of citrus juicers; shoe brushes; shoe horns; shoe shine cloths; boxes of metal for dispensing paper towels; mouse traps; fly swatters; candle extinguishers not of precious metal; flower vases; upright signboards of glass or ceramics; cooking sets for outdoor use consisting of tin cans, tin pans, tin pots and tin plates; soap boxes; bread boards; buckets; meal trays, serving trays; cake moulds; waffle moulds; candle rings; candlesticks; candy boxes; comb cases; china ornaments; chinaware, namely, ornaments and statuettes of china; chopsticks in the nature of cooking utensils; clothes drying racks; clothing</p>
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	<p>stretchers; cloths for cleaning; cocktail stirrers; Coffee filters not of paper being part of non-electric coffee makers; non-electrical and hand-operated coffee grinders; coffee services; electric hair combs; pastry bags; cookery moulds; cooking pots; ice pails; portable coolers; corkscrews; bottles sold empty; plastic water bottles sold empty; bottle openers; dishes; plates not of precious metal; champagne buckets; shower caddies, not of precious metal; hair brushes; brushes for clothes; plastic coasters; coffee cups; all purpose household containers; drinking glasses; demitasse sets consisting of cups and saucers; thermal insulated containers for food or beverages; corn cob holders; decanters; sugar bowl and creamer pitchers sold as a set; drinking cups for infants; paper cups; non-metal piggy banks; plastic cups; toothbrush cases; serving utensils, namely, pie servers, cake turners, spatulas, scrapers and cake servers; covers for dishes; covers for flower pots; crockery, namely, pots, dishes, drinking cups and saucers, bowls, serving bowls and trays; cups; decanters; non-electric deep fryers; dishes for soap; soap dispensers; clothes drying racks and dish drying racks for washing; dustbins; egg cups; feeding troughs; flower pots; gloves for household purposes; goblets; graters; non-electric griddles; heat-insulated containers for food or beverages; heaters for feeding bottles, non-electric; holders for flowers and plants; ice buckets; ice cube moulds; beer mugs, jugs; knife rests; knobs of porcelain; lazy susans; liqueur sets comprised of containers for ice, goblets, and beverage glassware; lunch boxes; menu card holders; mess-tins; mixing spoons; mops; napkin holders; napkin rings; nozzles for watering cans; pads for cleaning; pans; paper plates; pastry cutters; pepper mills; perfumery sprayers sold empty; perfume vaporizers sold empty; picnic baskets sold empty; non-metal piggy banks; pot lids; pots; salt shakers; pepper shakers; saucepans; saucers; scoops; scouring pads; shaving brushes; shirt stretchers; shoe trees; soap holders; soup bowls; spice sets comprised of spice racks and hand-operated spice grinders; sponge holders; sponges for household purposes; stands for shaving brushes; statues of porcelain, terracotta or glass; statuettes of porcelain, terra-cotta or glass; syringes for watering flowers and plants; tankards; tea strainers; tea caddies; coffee caddies; tea infusers; tea services; teapots; toilet brushes; toilet paper holders; toilet sponges; toothbrushes; toothbrushes, electric; toothpick holders, not of precious metal; toothpicks; nail brushes; litter trays; trivets; non-electric trouser presses; trouser stretchers; vacuum bottles; waffle and pancake irons, non-electric; cookery and baking irons, non-electric; washing boards; rinsing tubs; watering cans; watering devices, namely, watering cans and watering pots; polishing apparatus and machines for household purposes, non-electric, namely, floor polish applicators mountable on a mop handle; works of art, of porcelain, terracotta or glass; decorative ornaments for window or doors made of/from ceramics, china, glass, crystal, earthenware, terra-cotta or porcelain; mouse traps; containers for aromatics and fragrances, namely, potpourri dishes; refrigerating bottles sold empty; boxes of glass; brooms; butter dishes; butter dish covers; cheese-dish covers; candy boxes, not of precious metal; clothes-peg; non-electric portable cold boxes in the nature of thermal insulated containers for food or beverages; cookie jars; non-electric cooking utensils, namely, grill covers, wire baskets, spatulas; eyebrow brushes; frying pans; gardening gloves; powder puffs; salt and pepper shakers; cookie cutters; cruets, cruet stands; dusters; cocktail shakers; powder compacts, not of precious metal; pill or tablet boxes for personal use; tissue paper box covers of wood, or plastic; stands for tooth brushes; floss for dental purposes; handles for dental floss; household containers of precious metal; household utensils of precious metal, namely, pot and pan scrapers, rolling pins, spatulas, turners, whisks; coffee services of precious metal; coffee-pots, non-electric, of precious metal; kitchen containers of precious metal; napkin holders and rings of precious metal; kitchen containers of precious metals; powder compacts of precious metal; oven mitts; pill cases of wood and plastic for personal use; barbecue mitts; pot holders; porcelain or earthenware doorknobs</p> <p>Class 024. First use:</p>
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	<p>Bed and table covers of textile; handkerchiefs; napkins of textile; banners of textile; bath linen; bed linen; bedspreads; bed blankets; cotton cloth, felt cloth; covers for cushions; door curtains; towels; flags of textile; toilet gloves; household linen; cloth labels; cloth napkins for removing make-up; mattress covers; washing mitts; mosquito nets; curtains; pillowcases; plastic material, namely, synthetic fiber fabrics; quilts; travelling rugs; textile sheets in the nature of flat bed sheets and fitted bed sheets; shrouds; silk fabrics; table linen; table mats not of paper; tapestries of textile; upholstery fabrics; wall hangings of textile; bedding, namely, bed sheets, bed linen, bed spreads; textile covers for napkin or tissue holders; curtain holders or tiebacks of textile; cotton fabrics; coverlets in the nature of bedspreads; fabrics for textile use; face towels of textile; felt; frieze; hemp fabric; velvet; woolen cloth; tissue paper box covers of textile; covers of fabric for door knobs; fabric table runners; kitchen linens, namely, dish towels for drying, kitchen towels, fabric place mats, washing mitts, fabric table runners, cloth coasters; bath towels; place mats of linen; unfitted coverings of textile and of plastic for furniture; shower curtains; cotton, polyester and/or nylon fabric, fabric of imitation animal skins; golf towels; damask; elastic woven fabrics for clothing; silk fabrics for printing patterns; printers' blankets of textile; oilcloth for use as tablecloths; lingerie fabric; jersey fabric; fabric impervious to gases for aeronautical balloon; linings and sheets of textile for household purposes, namely, curtain liners</p> <p>Class 025. First use:</p> <p>Footwear, aprons; swimwear, swimsuits, bathing suits; gloves; mittens; belts; babies clothing, namely, pajamas, jackets, shirts, jumpers; babies' napkins of textiles in the nature of cloth diapers; bibs, not of paper; underclothing; sleep wear and pajamas; bath robes; suspenders; hats, caps, sun visors, berets; bathing and shower caps; muffs; ear muffs; neckwear, neck ties, cravats, bow ties; socks and stockings, pantyhose; garter belts, stocking and pant hose suspenders; shoes, sport shoes, slippers, beach shoes; masquerade costumes; working sleeves in the nature of sun sleeves; bandanas in the nature of neckerchiefs; bath sandals; bath slippers; ski boots; boots; braces for clothing in the nature of suspenders; brassieres; breeches for wear; camisoles; coats; cuffs; fur stoles; headbands; jackets; jerseys; jumpers; overcoats; pants; parkas; pullovers; sandals; scarves; shawls; shirts; underwear; smocks; spats; boots for sports; sports jerseys; suits; trousers; uniforms; wet suits for water skiing; wristbands; gymnastics shoes; clothing for gymnastics, namely, leotards, tights, t-shirts; sashes for wear; jogging suits; trousers; jeans; pants; tank tops; skirts; blouses; snow suits; robes; sneakers; booties; slipper socks; cloaks; cloth bibs; chaps; beach cover-ups; dresses; jackets; leotards; overalls; ponchos; rainwear; shorts; sweaters; sweatshirts; babies' pants; welts for boots; clothing of imitations of leather, namely, coats; clothing of leather, namely, shirts, pants, coats, dresses; collar protectors; collars; detachable collars; corsets; cyclists clothing, namely, cycling shorts and jerseys; football boots; football shoes; paper clothing, namely, paper aprons, paper hats, paper shoes used when going through metal detectors to keep feet and socks clean; pockets for clothing; ready-made linings as parts of clothing; saris; skull caps; sports shoes; sweat-absorbent underclothing; teddies; wooden shoes; vests; uniforms; underpants; top hats; togas, non-slip soles for boots and shoes; motorists' clothing, namely, gloves, jackets, rain suits; leggings; hoods; heels; heel pieces for boots and shoes; half-boots; gymnastic shoes; galoshes; garters; furs as clothing, namely, cloaks, coats, jackets, muffs, and stoles; hooded sweatshirts; fleece shirts; loungewear, long sleeve tops; zip through tops; jogging pants; fleece tops; knit fleece hats; fashion headgear, namely, headbands; flip flops; plush slippers; plush novelty hats</p> <p>Class 027. First use:</p> <p>Carpets, rugs, mats and matting, namely, door mats, floor mats; linoleum and coverings for covering existing floors; non-textile wall hangings; automobile carpets; bath mats; floor coverings; door mats; gymnastic mats; gymnasium mats; vinyl floor coverings; wallpaper, wall paper of vinyl [, wall paper stencils ];</p>
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	<p>play mats, namely, foam mats for use on play area surfaces; children's printed activity rugs; beach mats; tapestry in the nature of wall hangings, not of textile; reed mats; nonslip bath tub mats</p> <p>Class 029. First use:</p> <p>Meat, fish, poultry and game; meat extracts; preserved, frozen, dried and cooked fruits and vegetables; jellies, jams, compotes; eggs, milk and milk products excluding ice cream, ice milk and frozen yoghurt; edible oils and fats; bouillon; bouillon concentrates; broth; broth concentrates; butter; caviar; cheese, cheese snacks, namely, cottage cheese, cheese spreads; cheese in the form of dips, spreads and sticks; dairy products excluding ice cream, ice milk and frozen yogurt; dairy puddings; frosted fruits; frozen fruits; processed and dried fruits; vegetable and fruit juices for cooking; fruit chips; processed and dried vegetables; margarine; marmalade; meat jellies; meat tinned; beverages consisting principally of milk; soybean-based food beverage used as a milk substitute; milk shakes; dairy products for making milk shakes, namely, milk; preserved mushrooms; preserved onions, preserved olives; gherkin; prepared nuts; ginger jam; pastes of liver; pate of liver; cocoa butter for food purposes; and peanut butter; peanuts, processed; lentils, preserved; peas, preserved; fruit peel; potato chips; potato crisps; potato fritters; salads except macaroni, rice, and pasta salad; sauerkraut; sausages; sesame oil; preparations for making soup; soups; tofu; vegetable salads; vegetable soup preparations; whipped cream; yoghurt; processed, edible seaweed; processed, dried and preserved meat, fish, poultry and game; bacon; preparations for making bouillon; chocolate nut butter; charcuterie; ham; crystallized fruits; fish, tinned; fruit jellies; fruit salads; maize oil; olive oil for food; raisins; tomato puree; tinned fruits and vegetables; seafood not live; processed and preserved seafood; seafood, tinned; pickles</p> <p>Class 030. First use:</p> <p>Coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour; ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces as condiments; spices; ice; breakfast cereal; biscuits; cake powder in the nature of cake mixes; edible decorations for cakes; cake preparations, namely, frosting, icing, candy decorations, and cake mixes; malt for food; soybean malt extract for food; malt biscuits; rice cakes; sweets and candies; sugar confectionery, candy bars, candy mints; chocolate confectionery; chocolate; Chocolate-based beverages with milk; chocolate-based beverages; confectionery decorations for Christmas trees; coffee-based beverages; coffee beverages with milk; coffee flavorings, namely, coffee flavored syrups used in making food beverages; mixtures and preparations for use as substitutes for coffee, namely, Coffee essences and extracts for use as substitutes for coffee, artificial coffee or vegetable preparations for use as coffee; coffee and coffee-based beverages; tea, namely, ginseng tea, black tea, oolong tea, barley and barley-leaf tea; cookies; popcorn; flavoured popcorn; corn flakes; confectionery chips for baking; ice-cream; curry; capers; custard; custard mixes and powder; cereal flakes; flavourings, other than essential oils; confectionery ices; fruit jelly confectionery in the nature of fruit jelly candy; gingerbread; chocolate syrup; ketchup; liquorice; non-medicated lozenges; meat pies; meat tenderizers for household purposes; pancakes; pastilles; pastries; pate; corn chips; tortillas; pepper; pizzas; puddings; ravioli; royal jelly for human consumption not for medical purposes; thickening agents for cooking foodstuffs; wasabi paste; soy sauce; pastas, noodles and vermicelli; sushi; vanilla; waffles; frozen yoghurt; pretzels; almond confectionery, namely, almond paste and almond cake; aromatic preparations for food, namely, extracts used as flavoring; Starch-based binding agents for ice Cream; bread rolls; cakes; caramels; chewing gum, not for medical purposes; corn meal; crackers; crisp bread snacks; flour based savory snacks; cereal based snack foods; edible ices; golden syrup; ice, natural or artificial; macaroni; marzipan; mayonnaise; oatmeal; peppers as seasonings; pies; rusks; cooking salt; sandwiches; tomato sauce; seasonings; sherbets; spaghetti; sweetmeats; tarts; wheat flour; salad dressings; meat gravies; Fruit sauces excluding cranberry sauce and</p>
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	<p>applesauce; cones for ice cream; dessert puddings</p> <p>Class 032. First use:</p> <p>Beers; mineral and aerated waters, fruit drinks and fruit juices; syrups and other preparations for making beverages, namely, syrup substitutes for making beverages; ales; alcoholic and non-alcoholic beers; non-alcoholic fruit drinks; non-alcoholic fruit juices; non-alcoholic fruit extracts used in the preparation of beverages; non-alcoholic wines; pineapple juice beverages; aperitifs, non-alcoholic; cocktails, non-alcoholic; energy drinks; non-alcoholic beverages containing fruit juices; syrup for making fruit juices and fruit drinks; fruit nectars, non-alcoholic; whey beverages; extracts of hops for making beer; non-alcoholic honey-based beverages; ginger beers; isotonic beverages; iced fruit beverages; drinking water; vegetable juices; cola beverages; kvass; spring water; Lithia water; preparations for making liqueurs; namely, essences used in the preparation of liqueurs; lemonades; milk of almonds; peanut milk; malt beer; malt-based preparations for making beverages, namely, malt syrup; almond beverages; flavoured waters; beer wort; frozen fruit beverages; lagers; pastilles for effervescing beverages; table waters; bottled water; grape juice; must; sarsaparilla; seltzer water; shandy; cider, non-alcoholic; soda water; sorbets in the form of beverages; stout; sports drinks; extracts for making beverages, namely, extracts of hops and malt for making beer; non-alcoholic fruit extracts used in the preparation of beverages; vegetable juice; soft drinks; syrups for making soft drinks</p> <p>Class 033. First use:</p> <p>Alcoholic beverages except beers; distilled spirits of rice; aperitifs; alcoholic beverages containing fruit; alcoholic extracts; alcoholic fruit extracts; distilled spirits; alcohol essences; brandy; hard cider; mead; prepared alcoholic cocktail; liqueurs; sake; raki; spirits; vodka; whisky; rum; gin; wine; cooking wine</p> <p>Class 034. First use:</p> <p>Tobacco; matches; ashtrays; cigarette paper; cigar cases; cigarette cases; cigar cutters; cigar holders; cigarette filters; mouthpieces for cigarette holders; cigarette holders; cigarette tips; cigarettes; cigarettes containing tobacco substitutes; cigarillos; cigars; lighters for smokers; match boxes; match holders; matches; Pipe cleansers for tobacco pipes and smoking pipes; pipe racks for smoking pipes; tobacco pipes; tobacco pouches; snuffboxes; tobacco jars</p> <p>Class 035. First use:</p> <p>Advertising; business management; business administration; office functions; wholesale store services, retail store services, and mail order catalog services featuring games for mobile devices, games for personal computers, games for consoles, games for tablets, electronic game programs, downloadable electronic game programs, electronic game software, computer game programs, downloadable computer game programs, interactive game programs, interactive game software, protective carrying cases specially adapted for phones and handheld computers, mouse pads, party favours and festive decorations and ornaments, gifts, soaps, perfumery, essential oils, cosmetics, hair lotions, hair care products, toiletries, dentifrices, personal hygiene products, cleaning, polishing and abrasive preparations, substances for laundry use, manicure tools, nail care preparations, nail polish, nail varnish, false nails, dietetic substances, food for babies, sanitary preparations, candles, wicks, spills for lighting, greases, lubricants, oils for paints, cutlery, crockery, manicure sets, shaving instruments, razors, machines and machine tools for kitchen or household purposes, hand-held tools, films, cameras, photo discs, video recorders, audio and video tapes, records and discs, instruments and apparatus for the recording, transmitting and/or reproduction of sounds and/or images, televisions, cassette tape players and/or recorders, video cassette and/or disc players and/or recorders, radios, telephones, wireless phones, mobile phones, mobile phone cases, decorations and straps for phones, call indicators, calculating machines, calculators, electronic and computer games, cinematographic films, lights, fans, cooking</p>
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	<p>utensils, cake and pastry moulds, toasters, ovens, kitchen utensils, utensils and containers for serving or storing food and/or beverages, chop sticks, cutting instruments, porcelain, chinaware, crystal ware, enamelware, silverware, glassware, terra-cotta ware, earthenware, ceramics, hair dryers, lamps, lamp shades and parts and fittings therefor, baby carriages, balloons, bicycle horns, clocks and watches and accessories and parts and fittings therefor, jewellery and imitation jewellery, ornaments, goods of precious metal or coated therewith, music boxes, musical instruments, pictures, photographs, stationery, paper and cardboard and goods made from these materials, artists materials, paint brushes, writing instruments, printed matter, books, newspapers, magazines and periodicals, greeting and Christmas cards, playing cards, packing and packaging materials, picture frames and stands, adhesives for stationery or household purposes, goods made of leather and/or imitations of leather, bags and luggage, purses and wallets, umbrellas, walking sticks, furniture, mirrors, coat hangers and pegs, boxes and containers, name plates, small household fittings, household or kitchen utensils and containers, combs, sponges, brushes, articles for cleaning purposes, spectacles, spectacle frames and sunglasses and cases and accessories therefor, textile and textile goods, bedding, and table linens and covers, napkins, table mats, furniture, haberdashery, handkerchieves, articles of children, women and men's clothing, footwear, headgear and gloves, buttons, badges, ribbons and braid, lace and embroidery, hair pins and ornaments, braces, shoe ornaments, hat ornaments, zipper and zipper fasteners, carpets, rugs and mats, toys, games and playthings, dolls, plush toys, soft dolls, figurines, sporting articles, decorations for Christmas trees, food and beverages, confectionery, floral products, matches, cigars, cigarettes and smokers' articles; advertising; organization of exhibitions for commercial or advertising purposes; publication of publicity texts; sales promotion for others; arranging of fairs and exhibitions for advertising purposes; business management of performing artists; import-export agencies; compilation of information into computer databases; direct mail advertising; business management of hotels; marketing research; outdoor advertising; personnel recruitment; advertising agency services; radio advertising; television advertising; on-line advertising on a computer network; rental of advertising time on communication media; office machines and equipment rental; vending machine rental services; auctioneering</p> <p>Class 036. First use:</p> <p>Computerized financial services, namely, electronic commerce payment services, namely, establishing funded accounts used to purchase goods and services on the Internet; computerized financial services for retail businesses, namely, a micro-payment system for online transactions for the purchase of goods and services; information, advisory and consultancy services relating to funded accounts used to purchase goods and services on the Internet; agency for renting of apartments; apartment house management; banking; capital investments; charitable fund raising; credit card services; issuance of credit cards; debit card services; financial information; financing services; issue of tokens of value; issuing of cheques and travellers' checks; leasing of real estate; real estate management; rent collection; rental of offices; renting of apartments; renting of flats; savings banks; electronic funds transfer; real estate agencies; trusteeship services; fire insurance underwriting; fund investments; health insurance underwriting; insurance brokerage; insurance underwriting; life insurance underwriting; marine insurance underwriting; mutual funds brokerage, distribution, and investment; home banking; financing of loans</p> <p>Class 038. First use:</p> <p>Telecommunication services, namely, providing internet access via broadband optical or wireless networks; cable television broadcasting; television broadcasting; cellular telephone communication; communications by fiber optic networks; communications by telegrams; communications by telephone; providing information in the field of telecommunications, specifically regarding communication by telephones and cellular telephones; computer aided</p>
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	<p>transmission of messages and images; electronic mail; facsimile transmission; radio broadcasting; sending of telegrams; telephone communication services, video telephone services; television broadcasting; paging services; providing telecommunications connections to a global computer network; providing user access to a global computer network; telecommunications routing and junction services; electronic bulletin board services; teleconferencing services; communication via consumer video game apparatus by digital transmission or by satellite; providing information on communication via consumer video game apparatus by digital transmission or by satellite; communication via arcade video game machines by digital transmission or by satellite; providing information on communication via arcade video game machines by digital transmission or by satellite; communication via handheld game apparatus by digital transmission or by satellite; providing information on communication via handheld game apparatus by digital transmission or by satellite; Telecommunication services, other than broadcasting, namely, providing internet access via broadband optical or wireless networks; news agencies, namely, the transmission of news items to news reporting organizations; rental of telecommunication equipment including telephones and facsimile apparatus; rental of modems; Electronic message sending, message sending via a website; satellite transmission</p> <p>Class 043. First use:</p> <p>Services for providing food and drink; providing temporary housing accommodations; hotel accommodation services and catering services for guests; restaurants; cafes; cafeterias; bars; canteens; catering services; self-service restaurants; snack bars; cocktail lounges; providing information in the field of provision of food and drinks; provision of temporary accommodations and lodging facilities in the nature of hotels, motels, and boarding houses; agency services for the reservation of temporary accommodations and lodging facilities in the nature of hotels, motels, and boarding houses; providing information in the field of temporary accommodations for travelers; child care centers; day-nurseries; tourist homes; bar services</p>
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U.S. Application No.	85689262	Application Date	07/27/2012
Registration Date	NONE	Foreign Priority Date	NONE
Word Mark	ANGRY		
Design Mark			
Description of Mark	NONE		
Goods/Services	<p>Class 009. First use:</p> <p>Photographic apparatus and instruments, namely cameras and flashes for cameras, cases for cameras and photographic equipment, optical apparatus and instruments, namely optical discs, optical lamps, signaling apparatus and instruments, namely flashing lights, signal bells, signaling whistles, teaching apparatus and instruments, namely audiovisual receivers; apparatus for recording, transmission or reproduction of sound or images; blank magnetic data carriers, pre-recorded magnetic data carriers featuring music, motion picture films and computer games, pre-recorded digital audio tapes, pre-recorded exercise DVDs; blank recording discs; pre-recorded audio discs; automatic vending machines and mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire-extinguishing apparatus; video game programs for mobile phones, interactive video game programs for mobile phones, laptops, consoles, tablets; electronic game programs; downloadable electronic game programs; electronic game software; computer software to enable the transmission of photographs to mobile telephones; computer game programs; downloadable computer game programs; interactive game software; interactive game programs; computer</p>		

	<p>operating programs, recorded; computer game programs downloadable via internet, electronic game software for mobile phones downloadable via internet; computer game software; computer application software for mobile phones; computers; printers for use with computers; computer game programs for handheld game devices, video game programs for handheld game devices; apparatus for games adapted for use with television receivers; cinematographic apparatus; blank DVD discs, pre-recorded DVDs featuring music and motion picture films; blank compact discs; blank CD-ROM discs, CD-ROM discs featuring music; mouse pads; sunglasses; spectacles; eyeglass chains; spectacle cases; contact lenses; containers for contact lenses; wireless phones; mobile telephones, batteries for mobile telephones, headsets for mobile telephones; mobile telephone cases and carriers for mobile telephones and personal computers; headphones; earphones; earphones and microphones/ speaker phones for use with mobile telephones; mobile phone straps and cases; stands for portable telephone; antenna caps for portable phone; batteries; battery boxes; battery chargers; digital music downloadable from the internet; downloadable music files; abacuses; binoculars; calculators; cameras, cinematographic cameras, and parts and fittings therefor; lenses for cameras; capacity measures; motion picture films featuring animated cartoons; cassette players; electric door bells; electronic pocket translators; fire alarms; flashlights; frames for photographic transparencies; heat regulating apparatus, namely thermostats; juke boxes; optical lenses; letter scales; life belts; life jackets; life-saving rafts; locks, electric; magnetic encoded cards, namely magnetic coded gift cards; magnetic encoders; magnets; magnifying glasses; microphones; microscopes; neon signs; notebook computers; electronic pens; phonograph records featuring music; photocopiers; pocket calculators; projection apparatus, namely movie projectors, multimedia projectors, picture projectors; radios; record players; remote control apparatus for radios, televisions and stereos; scales; smoke detectors; electric sockets and plugs; sound reproduction apparatus; telephones apparatus, receivers, transmitters, wires; telescopes; temperature indicators; theft prevention installations, electric, namely burglar alarms, theft alarms; thermometers; thermostats; pre-recorded video cassettes featuring music, films and animated cartoons, video game cartridges; videotapes featuring music, films and animated cartoons; video screens; video recorders; word processors; audio and visual apparatus, namely, karaoke players with sing along devices; pager cases or casings; call indicators namely mobile telephones and pagers; protection masks worn over eyes to shield of lights; electronic agendas; electric alarm bells; electronic door alarms; bar code readers; barometers; buzzers, namely electric buzzers; computer central processing units; integrated circuits; chronographs for use as specialized time recording apparatus; computer keyboards; computer memories; computer peripheral devices; acoustic couplers; blank optical data carriers; blank optical discs; blank magnetic disks; divers' masks; diving suits; electronic notice boards; electronic pens; eyeglass cords; protective eyepieces; eyeshades; facsimile machines; photographic filters; blank floppy disks; head cleaning tapes for video recorder; hygrometers; integrated circuits; computer interface boards; invoicing machines, namely, adding machines; lens hoods; magnetic tape units for computers; blank magnetic computer tapes; measuring spoons; metronomes; microprocessors; modems; money counting and sorting machines; computer monitors; computer mouse; optical fibers; optical glass; optical goods, namely optical lenses; parking meters; protractors; radiotelegraphy sets; radiotelephony sets; scanners; semi-conductors; photographic slides; demagnetizing apparatus for magnetic tapes; telegraph wires; telegraphs; teleprinters; teleprompters; teletypewriters; telecommunication transmitters; vacuum gauges; video screens; video telephones; video recorders; signal alarms; ear plugs for divers; egg timers; goggles for sports; navigation apparatus for vehicles in the nature of on-board computers; downloadable electronic publications in the form of books and magazines in the field of computer literacy, spelling, reading, math, social studies, science, geography, language arts, foreign languages, writing, geology, phonics, math, music, art and general trivia; personal stereos; satellites for</p>
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	scientific purposes; wrist rests for use with computers; electronic circuits and CD-ROMs which enable the recording of automatic playing program for the use of electronic musical instruments; computer application software for controlling consumer's video game devices; memory cards for consumer videogame apparatus; laptop and mobile phone bags
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Attachments	Notice_of_Opposition.pdf(103809 bytes ) Exhibits - Oppositions with Survey.pdf(2590319 bytes )
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### **Certificate of Service**

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/jmkeyes/
Name	J. Michael Keyes
Date	06/13/2013

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

**BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

**In the matter of U.S. Trademark Application Serial No.: 85/630,650**

**Published in the *Official Gazette* on May 14, 2013**

**Mark:**



**ROVIO ENTERTAINMENT, LTD.** )

**Opposer,** )

**OPPOSITION NO.**

**v.** )

**TYDESTONE, INC.** )

**Applicant.** )

**NOTICE OF OPPOSITION**

Rovio Entertainment, Ltd., a Finnish limited liability company, with a business address of P.O. Box 65 Espoo, Finland 02150 (“Rovio”) believes that it will be damaged by registration of the ANGRY NERDS & Design mark shown in Application Serial No. 85/630,650, and hereby opposes its registration pursuant to 15 U.S.C. §§ 1051 *et seq.*, including specifically 15 U.S.C. § 1063.

This Notice of Opposition has been timely filed. As grounds for its opposition, Rovio alleges as follows:

1. On information and belief, applicant Tydestone, Inc., a corporation organized under the laws of Wyoming, with a principal address at 1240 Blalock Road, Suite 150, Houston, TX 77055.

2. As illustrated in Application Serial No. 85/630,650, Applicant seeks to register the mark ANGRY NERDS & Design in respect to “Computer game software downloadable from a global computer network; Computer game software for use on mobile and cellular phones” in International Class 009.

3. Rovio is an entertainment media company, and the creator of the globally successful ANGRY BIRDS® franchise. In 2009, Rovio released “Angry Birds,” a casual puzzle game that became a worldwide phenomenon.

4. Since that time, there have been over 1 billion downloads of the ANGRY BIRDS games. A copy of an excerpt from Rovio’s website located at [www.rovio.com](http://www.rovio.com), discussing this milestone is attached hereto as *Exhibit A*. With the worldwide success of the ANGRY BIRDS franchise, Rovio’s 2012 calendar year total consolidated revenue exceeded 199 million U.S. dollars. A copy of a press release discussing Rovio’s revenue is attached hereto as *Exhibit B*.

5. Players log more than 1 million hours of game time each day on the iOS version of the ANGRY BIRDS® game and 3.33 million hours per day across all platforms. There are approximately 40 million monthly active users across all platforms.

6. Since at least as early as 2009, Rovio has continuously and pervasively used its distinctive and famous ANGRY BIRDS® trademarks in connection with a wide range of goods and services, including its flagship game software described above (the “ANGRY BIRDS® Marks”). The ANGRY BIRDS® Marks are arbitrary as applied to the goods provided under the marks, and are famous and inherently distinctive – deserving of the strongest protection. The extraordinary success of the ANGRY BIRDS® franchise in connection with a broad spectrum of consumer products demonstrates the enormous strength of the ANGRY BIRDS® brand and entitles the marks to the widest scope of protection available.

7. Rovio has won numerous awards for its ANGRY BIRDS® games. In February 2010, Angry Birds was a nominee for the “Best Casual Game” award at the 6th annual International Mobile Gaming Awards in Barcelona, Spain. In September 2010, IGN, a popular international gaming website, named Angry Birds as the fourth best iPhone game of all time. In April 2011, Angry Birds won both the “Best Game App” and “App of the Year” at the UK Appy Awards. At the 15th Webby Awards in May 2011, Angry Birds was awarded “Best Game for Handheld Devices.” In April 2012, Angry Birds again won the “Best Game App” award at the Appy Awards. In August 2012, Angry Birds Space won the “Best Mobile/Tablet” award at the Golden Joystick Awards.

8. The ANGRY BIRDS® franchise has expanded to a variety of new business areas. Rovio is rapidly expanding its activities in broadcast media, merchandising, publishing, and services. The merchandise line, which includes but is not limited to toys, clothing, and accessories, has enjoyed phenomenal success.

9. Rovio has an extensive world-wide licensing program for merchandise featuring its ANGRY BIRDS® Marks and game characters.

10. Imitation “Angry” games have grown in the shadow of Rovio’s success. One example is Application Serial No. 85/556,382 for ANGRY BLACKS, also in International Class 9 for “[c]omputer game software for use on mobile and cellular phones.” This application was refused on a disparagement basis. In response to the disparagement office action, the owner of the application stated, in part, that “the game’s sole purpose is to be fun, and educational, while ‘piggy-backing’ off of the name of a successful game entitled, ‘Angry Birds.’” (emphasis added).

11. In a recent office action dated February 1, 2013 against U.S. Application Serial No. 85/742,086, the trademark examining attorney referred to the ANGRY BIRDS® Marks as “hugely successful.”



12. Indeed, a fame study recently completed by Ford Bubala & Associates gave results that “provide clear evidence that the ANGRY BIRDS mark is widely recognized among both the general public and the general consuming public” and “is famous.” Attached as *Exhibit C* is a true and correct copy of the Declaration of Dr. Gerald L. Ford containing these findings.

13. Rovio owns the following federal trademark registrations incorporating its famous ANGRY BIRDS® Marks:

Mark	Filing Date	Registration No.	Goods and Services
ANGRY BIRDS	March 4, 2010	3,976,576	<p><b>I.C. 009:</b> Video games for mobile devices, personal computers, consoles, tablets; electronic game programs; downloadable electronic game programs; electronic game software; computer game programs; downloadable computer game programs; interactive game programs; interactive game software; apparatus for games adapted for use with television receivers; cinematographic apparatus; protective carrying cases specially adapted for phones and handheld computers</p> <p><b>I.C. 016:</b> Booklets and manuals regarding video games; books in the field of video games; calendars, children's books, comic books, address books, coloring books and activity books; book covers; bookmarks; erasers, gift wrapping paper, gift boxes made of cardboard, invitation cards, magazines regarding games, memo pads, note pads, notebooks; paper napkins, paper party hats and party decorations made of paper, paperback books, pencil sharpeners, pens and crayons, picture storybooks, playing cards, posters, postcards, ring binders, rubber stamps, scratch pads, paper staplers, stationery, stationery-type portfolios and folders, sticker albums, stickers, trading cards; general purpose plastic bags; paper dishes; protective covers for notebooks</p>

Mark	Filing Date	Registration No.	Goods and Services
			<p><b>I.C. 028:</b> Board games; electronic game equipment for playing video games, namely, hand held units for playing video games other than those adapted for use with an external display screen or monitor; game cards; non electric hand-held skill games, soft dolls, not for animals; puzzles; toy action figures, not for animals; balloons and yo-yos; plush toys, not for animals; Christmas tree decorations; toy figures attachable to pencils; plush toys that connect to belts by a hook; non-articulated PVC figures; and rubber balls</p> <p><b>I.C. 041:</b> Providing a web site featuring entertainment information in the fields of electronic game programs, electronic game products, and electronic game programs and products; television programs in the field of entertainment; organizing sporting events, namely, swimming meet, soccer competition, baseball competition, hockey competition; entertainment services in the nature of creation, development, and production of films, animation or animated films, and television programs</p>
ANGRY BIRDS	March 9, 2011	4,148,716	<p><b>I.C. 009:</b> Compact discs featuring games, music or videos, mouse pads, sunglasses, and mobile phone accessories, namely, mobile phone straps, charms, chargers, cases, battery cases; digital music downloadable from the internet</p> <p><b>I.C. 041:</b> Provision of pre-recorded, non-downloadable digital music online by means of Mp3 websites on a global computer network, the Internet and via wireless electronic communication devices; non-downloadable digital music from the internet, via wireless electronic communication devices; entertainment services, namely, providing non-downloadable pre-recorded digital music presented to mobile communications</p>

Mark	Filing Date	Registration No.	Goods and Services
			devices via global computer network and wireless networks
ANGRY BIRDS	April 15, 2011	4,200,545	<b>I.C. 003:</b> Bleaching preparations and bleaching salts and bleaching sodas for laundry use; cleaning, polishing, scouring and abrasive preparations; soaps; perfumery, essential oils, cosmetics, hair lotions; dentifrices; non-medicated toiletries; manicure preparations, namely, adhesives for artificial nails, nail cream, nail enamel, nail gel, nail polish, and nail glitter; non-medicated skin and facial cleansers; adhesives for cosmetic purposes; after-shave lotions; antiperspirants; antistatic preparations for household purposes; aromatics, namely, aromatic oils, aromatic potpourris; milled and processed quillaia bark for use as hand-washing soap and laundry soap; bath salts; cosmetic preparations for baths; beauty masks; bleaching salts; bleaching soda; bluing for laundry; color-brightening chemicals in the nature of washing preparations for laundry use; paint removing preparations; cosmetic kits comprised of lipstick, lip gloss, mascara, eye-shadow; cosmetic preparations for slimming purposes; cotton sticks for cosmetic purposes; cotton wool for cosmetic purposes; cosmetic creams; skin whitening creams; creams for leather; denture polishes; preparations for cleaning dentures; personal deodorants; laundry detergents; hair dyes for cosmetic purposes; eau de Cologne; toilet water; hair cream, hair gel, shampoos, hair conditioner and hair moistening preparations; perfumes; lipsticks; skin and face creams and lotions; false nails; nail polishes and varnishes and thinners therefor; sun block; bleaching preparations in the nature of decolorants for cosmetic purposes; cake flavorings in the nature of essential oils; cleansing milk for toilet purposes; eyebrow cosmetics; eyebrow pencils; fabric softeners for laundry use; false eyelashes; floor wax; hair

Mark	Filing Date	Registration No.	Goods and Services
			<p>dyes; hair spray; laundry bleach; laundry pre-soak; laundry starch; lotions for cosmetic purposes; make-up; make-up powder; make-up preparations; make-up removing preparations; mascara; mouth washes, not for medical purposes; nail care preparations; cosmetic pencils; polish for furniture and flooring; pomades for cosmetic purposes; potpourris for use as fragrances; pumice stone; sandpaper; scented wood; shoe cream; shoe polish; shoe wax; laundry starch; soap for brightening textile in the nature of laundry soap; starch glaze for laundry purposes in the nature of laundry starch; sun-tanning preparations; tissues impregnated with cosmetic lotions; varnish-removing preparations; depilatory wax; laundry wax; polishing wax; waxes for leather; depilatory preparations; petroleum jelly for cosmetic purposes; decorative fingernail decals for cosmetic purposes; incense; fragrances; gel soap, bar soap; bubble bath; shower gel; toothpaste; mouthwash; cleansing, toning, moisturizing and exfoliating preparations for skin; body cream and lotion; hand cream and lotion; skin cleanser and non-medicated body soaps; perfumed body powder; bath oil; baby oil, baby powder, baby gel and baby lotion; lip gloss, non-medicated lip balm; sachets for perfuming linen; massage oils and lotions; aromatherapy preparations, namely, non-medicated skin creams with essential oils for use in aromatherapy</p> <p><b>I.C. 014:</b> Precious metals and their alloys; goods in precious metals or coated therewith, namely, jewelry, boxes, baskets; jewellery, precious stones; horological and chronometric instruments; imitation jewellery and ornaments of precious metal in the nature of jewelry; brooches; pendants; non-monetary commemorative coins and tokens for collecting purposes; cufflinks; earrings; gold thread jewelry;</p>

Mark	Filing Date	Registration No.	Goods and Services
			<p>ornaments of precious metal in the nature of jewelry; jewelry of imitation gold; jewellery cases; necklaces; rings; bracelets; medals; medallions; unwrought and semi-wrought precious stones and their imitations; statues and statuettes of precious metal; tie clips; clocks, watches and structural parts and structural fittings therefor; watch straps, watch bands, watch chains; cases for pocket watches; clocks and watches having the game function; electric clocks and electric watches; table clocks; pocket watches; stopwatches; wall clocks; alarm clocks; chronometers; ornamental pins; key chains and key cases/carriers of precious metal and/or precious stones; badges of precious metal; cases for watches (presentation); cases for watches and clocks; sun dials; diamonds; jewelry boxes and jewelry cases of precious metal; chenille cuff links; stock pins in the nature of ornamental pins; figurines in the nature of statuettes of precious metal; trophies of precious metal; commemorative coins; key rings of precious metal; insignias of precious metal; badges of precious metal; pearls; artificial gemstones in the nature of unwrought and semi-wrought precious stones and their imitations</p> <p><b>I.C. 016:</b> Wall paper stencils</p> <p><b>I.C. 018:</b> Leather and imitations of leather, and goods made of leather and imitations of leather, namely, handbags, purses; animal skins, hides; trunks and travelling bags; umbrellas, parasols and walking sticks; whips, harness and saddlery; bags, namely, carry all bags; athletic bags; bath bags in the nature of toiletry bags sold empty; book bags; diaper bags; duffel bags; suit carriers being travelling bags; waist bags; all purpose carrying bags, weekend bags in the nature of tote bags; work bags in the nature of attaché cases; backpacks; rucksacks; knapsacks; purses and wallets; suitcases;</p>

Mark	Filing Date	Registration No.	Goods and Services
			<p>attaché cases; canvas and leather shopping bags; bands of leather; leather shoulder belts; calling card cases, vanity cases sold empty; school satchels; suitcase handles; travelling sets comprising luggage; travelling trunks; umbrella covers; umbrella handles; walking stick seats; luggage belts; luggage tags, beach bags; briefcases; boxes and cases of leather or leather board; handbags; leather straps; mountaineering sticks; briefcase- type portfolios for carrying sheet music; net bags for shopping; school bags; tool bags of leather or imitations of leather sold empty; valises; hunters' game bags; bags, envelopes and pouches of leather for packaging; handbag frames; sling bags for carrying infants; wheeled shopping bags; wheeled backpacks, duffel bags and suitcases; cardboard trunks and wine carrying cases; chain mesh purses, not of precious metal; clutch purses; coin purses; cosmetic purses; evening purses; leather purses; purses, not of precious metal; garment bags for travel</p> <p><b>I.C. 020:</b> Furniture, mirrors, picture frames; goods of wood, cork, reed, cane, wicker, horn, bone, ivory, whalebone, shell, amber, mother-of-pearl, meerschaum and substitutes for all these materials, or of plastics, namely, works of art; office furniture, photograph frames; dressing tables; easy chairs; beds and water beds for non-medical purposes; wood bedsteads; furniture screens; armchairs; baker's bread baskets not of metal; benches; letter boxes of wood or plastic; cabinet work; cabinets; chests for toys; corks; hairdresser's chairs, deck chairs; desks; tables, dinner wagons; head-rests as furniture parts; divans; library shelves; lockers; non-electric locks not of metal; furniture racks, namely, coat racks, hat racks, plant racks, pot racks, and storage racks; saw horses; school furniture; seats; sofas; tea carts; umbrella stands; cots; cupboards; display boards; dressing tables;</p>

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			<p>footstools and stools; shelves; air cushions; Air mattresses for use when camping; air pillows; sleeping bags; bed fittings, not of metal; non-textile curtain holders; curtain hooks; curtain rails; curtain rings; curtain rods; curtain rollers; curtain tie-backs in the nature of non-textile curtain holders; cushions; towel dispensers not of metal; mattresses; pillows; non-metal clothes hooks and coat hangers; coat stands; hat stands; ladders of wood or plastics; embroidery frames; statues of wood, wax, plaster or plastic; fire screens for domestic use; Nonmetal and non-paper containers for storage or transport; storage tanks not of metal or masonry for storing toys; filing cabinets; containers of plastic for packaging purposes; metal-substitute plastic fasteners, namely, nails, wedges, nuts, screws, tacks, bolts, rivets, and casters; door stops of plastic or wood; infant walkers; playpens for babies; support pillows for use in baby seating excluding safety seating for use in automobiles; decorative mobiles; cradles; cots; and cribs; high chairs for babies; furniture chests, chests of drawers; wind chimes; flower-pot pedestals; flower-stands; decorative edging strips of plastics and/or wood for use with window fittings; ornaments and decorations for windows or doors made of or from plastics, wax, wood, cork, reed, cane, wicker, horn, bone, ivory, whalebone, shell, amber, mother-of-pearl, meerschaum and substitutes for these materials; step ladders and ladders not of metal, tool boxes not of metal, non-metal garden stakes for plants or trees; imitation foods for display made of plastic materials, namely, imitation desserts, imitation candy, imitation cakes, imitation fruits; flagpoles, works of art, figurines and statuettes and small decorations or ornaments of wood, cork, reed, cane, wicker, horn, bone, ivory, whalebone, shell, amber, mother-of-pearl, meerschaum and substitutes for these</p>

Mark	Filing Date	Registration No.	Goods and Services
			<p>materials, or of wax, plaster or plastics; plastic key cards not encoded; bins, not of metal; bottle closures not of metal; bottle racks; corks for bottles; house numbers, not of metal, non luminous; identity plates, not of metal; inflatable publicity objects; letter boxes not of metal or masonry; magazine racks; plate racks; cup racks; upright signboards of wood or plastic, plastic sealing clips for bags; inflatable headrests in the nature of bath pillows; decorations of plastic for foodstuffs or lunch boxes; handheld flat fans, handheld folding fans, non-electric fans for personal use; bamboo curtains, and bamboo blinds, bead curtains for decoration; bead curtains; oriental single panel standing partition, hanging boards in the nature of Japanese style pegboards using positional hooks for use as movable wall partitions; oriental folding partition screens; drinking straws; keyboards for hanging keys; mannequins; medicine cabinets; mats, removable, for sinks; name plates, not of metal; number plates, not of metal; mirror tiles; pegs not of metal; plastic doorknobs; wood stools; bed pads; crib bumpers</p> <p><b>I.C. 021:</b> Containers for household or kitchen use; household or kitchen utensils, namely, pot and pan scrapers, rolling pins, spatulas, turners, whisks; combs and bath sponges, scouring sponges, cleaning sponges; brushes excluding paint brushes, namely, cleaning brushes for household use, nail brushes, hair brushes; brush-making materials; articles for cleaning purposes, namely, cleaning cloths, cleaning cotton, steel wool for cleaning; steel wool; unworked or semi-worked glass except glass used in building; glassware, porcelain and earthenware, namely, beverage glassware, ornaments and statuettes of porcelain and earthenware; portable baby bath tubs; baskets, for domestic use not of metal; mugs; non-electric food blenders;</p>



Mark	Filing Date	Registration No.	Goods and Services
			<p>ironing boards; boot jacks; stoppers for bottles made of/from ceramics, china, glass, crystal, earthenware, terra-cotta and porcelain; bottles sold empty; bowls; iron kettles; salad bowls; non-electric whisks; rice chests; colanders; household utensils, namely, strainers; cooking funnels; food preserving jars of glass; cooking graters; chopstick cases; rolling pins for cooking purposes; lemon squeezers in the nature of citrus juicers; shoe brushes; shoe horns; shoe shine cloths; boxes of metal for dispensing paper towels; mouse traps; fly swatters; candle extinguishers not of precious metal; flower vases; upright signboards of glass or ceramics; cooking sets for outdoor use consisting of tin cans, tin pans, tin pots and tin plates; soap boxes; bread boards; buckets; meal trays, serving trays; cake moulds; waffle moulds; candle rings; candlesticks; candy boxes; comb cases; china ornaments; chinaware, namely, ornaments and statuettes of china; chopsticks in the nature of cooking utensils; clothes drying racks; clothing stretchers; cloths for cleaning; cocktail stirrers; Coffee filters not of paper being part of non-electric coffee makers; non-electrical and hand-operated coffee grinders; coffee services; electric hair combs; pastry bags; cookery moulds; cooking pots; ice pails; portable coolers; corkscrews; bottles sold empty; plastic water bottles sold empty; bottle openers; dishes; plates not of precious metal; champagne buckets; shower caddies, not of precious metal; hair brushes; brushes for clothes; plastic coasters; coffee cups; all purpose household containers; drinking glasses; demitasse sets consisting of cups and saucers; thermal insulated containers for food or beverages; corn cob holders; decanters; sugar bowl and creamer pitchers sold as a set; drinking cups for infants; paper cups; non-metal piggy banks; plastic cups; toothbrush cases; serving utensils,</p>

Mark	Filing Date	Registration No.	Goods and Services
			namely, pie servers, cake turners, spatulas, scrapers and cake servers; covers for dishes; covers for flower pots; crockery, namely, pots, dishes, drinking cups and saucers, bowls, serving bowls and trays; cups; decanters; non-electric deep fryers; dishes for soap; soap dispensers; clothes drying racks and dish drying racks for washing; dustbins; egg cups; feeding troughs; flower pots; gloves for household purposes; goblets; graters; non-electric griddles; heat-insulated containers for food or beverages; heaters for feeding bottles, non-electric; holders for flowers and plants; ice buckets; ice cube moulds; beer mugs, jugs; knife rests; knobs of porcelain; lazy susans; liqueur sets comprised of containers for ice, goblets, and beverage glassware; lunch boxes; menu card holders; mess-tins; mixing spoons; mops; napkin holders; napkin rings; nozzles for watering cans; pads for cleaning; pans; paper plates; pastry cutters; pepper mills; perfumery sprayers sold empty; perfume vaporizers sold empty; picnic baskets sold empty; non-metal piggy banks; pot lids; pots; salt shakers; pepper shakers; saucepans; saucers; scoops; scouring pads; shaving brushes; shirt stretchers; shoe trees; soap holders; soup bowls; spice sets comprised of spice racks and hand-operated spice grinders; sponge holders; sponges for household purposes; stands for shaving brushes; statues of porcelain, terracotta or glass; statuettes of porcelain, terra-cotta or glass; syringes for watering flowers and plants; tankards; tea strainers; tea caddies; coffee caddies; tea infusers; tea services; teapots; toilet brushes; toilet paper holders; toilet sponges; toothbrushes; toothbrushes, electric; toothpick holders, not of precious metal; toothpicks; nail brushes; litter trays; trivets; non-electric trouser presses; trouser stretchers; vacuum bottles; waffle and pancake irons, non-electric; cookery and baking irons, non-electric; washing boards;

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			<p>rinsing tubs; watering cans; watering devices, namely, watering cans and watering pots; polishing apparatus and machines for household purposes, non-electric, namely, floor polish applicators mountable on a mop handle; works of art, of porcelain, terra-cotta or glass; decorative ornaments for window or doors made of/from ceramics, china, glass, crystal, earthenware, terra-cotta or porcelain; mouse traps; containers for aromatics and fragrances, namely, potpourri dishes; refrigerating bottles sold empty; boxes of glass; brooms; butter dishes; butter dish covers; cheese-dish covers; candy boxes, not of precious metal; clothes-pegs; non-electric portable cold boxes in the nature of thermal insulated containers for food or beverages; cookie jars; non-electric cooking utensils, namely, grill covers, wire baskets, spatulas; eyebrow brushes; frying pans; gardening gloves; powder puffs; salt and pepper shakers; cookie cutters; cruets, cruet stands; dusters; cocktail shakers; powder compacts, not of precious metal; pill or tablet boxes for personal use; tissue paper box covers of wood, or plastic; stands for tooth brushes; floss for dental purposes; handles for dental floss; household containers of precious metal; household utensils of precious metal, namely, pot and pan scrapers, rolling pins, spatulas, turners, whisks; coffee services of precious metal; coffee-pots, non-electric, of precious metal; kitchen containers of precious metal; napkin holders and rings of precious metal; kitchen containers of precious metals; powder compacts of precious metal; oven mitts; pill cases of wood and plastic for personal use; barbecue mitts; pot holders; porcelain or earthenware doorknobs</p> <p><b>I.C. 024:</b> Bed and table covers of textile; handkerchiefs; napkins of textile; banners of textile; bath linen; bed linen; bedspreads; bed blankets; cotton cloth, felt cloth; covers</p>

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			<p>for cushions; door curtains; towels; flags of textile; toilet gloves; household linen; cloth labels; cloth napkins for removing make-up; mattress covers; washing mitts; mosquito nets; curtains; pillowcases; plastic material, namely, synthetic fiber fabrics; quilts; travelling rugs; textile sheets in the nature of flat bed sheets and fitted bed sheets; shrouds; silk fabrics; table linen; table mats not of paper; tapestries of textile; upholstery fabrics; wall hangings of textile; bedding, namely, bed sheets, bed linen, bed spreads; textile covers for napkin or tissue holders; curtain holders or tiebacks of textile; cotton fabrics; coverlets in the nature of bedspreads; fabrics for textile use; face towels of textile; felt; frieze; hemp fabric; velvet; woolen cloth; tissue paper box covers of textile; covers of fabric for door knobs; fabric table runners; kitchen linens, namely, dish towels for drying, kitchen towels, fabric place mats, washing mitts, fabric table runners, cloth coasters; bath towels; place mats of linen; unfitted coverings of textile and of plastic for furniture; shower curtains; cotton, polyester and/or nylon fabric, fabric of imitation animal skins; golf towels; damask; elastic woven fabrics for clothing; silk fabrics for printing patterns; printers' blankets of textile; oilcloth for use as tablecloths; lingerie fabric; jersey fabric; fabric impervious to gases for aeronautical balloon; linings and sheets of textile for household purposes, namely, curtain liners</p> <p><b>I.C. 025:</b> Footwear, aprons; swimwear, swimsuits, bathing suits; gloves; mittens; belts; babies clothing, namely, pajamas, jackets, shirts, jumpers; babies' napkins of textiles in the nature of cloth diapers; bibs, not of paper; underclothing; sleep wear and pajamas; bath robes; suspenders; hats, caps, sun visors, berets; bathing and shower caps; muffs; ear muffs; neckwear, neck ties, cravats, bow ties; socks and stockings,</p>

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			pantyhose; garter belts, stocking and pant hose suspenders; shoes, sport shoes, slippers, beach shoes; masquerade costumes; working sleeves in the nature of sun sleeves; bandanas in the nature of neckerchiefs; bath sandals; bath slippers; ski boots; boots; braces for clothing in the nature of suspenders; brassieres; breeches for wear; camisoles; coats; cuffs; fur stoles; headbands; jackets; jerseys; jumpers; overcoats; pants; parkas; pullovers; sandals; scarves; shawls; shirts; underwear; smocks; spats; boots for sports; sports jerseys; suits; trousers; uniforms; wet suits for water skiing; wristbands; gymnastics shoes; clothing for gymnastics, namely, leotards, tights, t-shirts; sashes for wear; jogging suits; trousers; jeans; pants; tank tops; skirts; blouses; snow suits; robes; sneakers; booties; slipper socks; cloaks; cloth bibs; chaps; beach cover-ups; dresses; jackets; leotards; overalls; ponchos; rainwear; shorts; sweaters; sweatshirts; babies' pants; welts for boots; clothing of imitations of leather, namely, coats; clothing of leather, namely, shirts, pants, coats, dresses; collar protectors; collars; detachable collars; corsets; cyclists clothing, namely, cycling shorts and jerseys; football boots; football shoes; paper clothing, namely, paper aprons, paper hats, paper shoes used when going through metal detectors to keep feet and socks clean; pockets for clothing; ready-made linings as parts of clothing; saris; skull caps; sports shoes; sweat-absorbent underclothing; teddies; wooden shoes; vests; uniforms; underpants; top hats; togas, non-slip soles for boots and shoes; motorists' clothing, namely, gloves, jackets, rain suits; leggings; hoods; heels; heel pieces for boots and shoes; half-boots; gymnastic shoes; galoshes; garters; furs as clothing, namely, cloaks, coats, jackets, muffs, and stoles; hooded sweatshirts; fleece shirts; loungewear, long sleeve tops; zip through tops; jogging pants; fleece tops;

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			<p>knit fleece hats; fashion headgear, namely, headbands; flip flops; plush slippers; plush novelty hats</p> <p><b>I.C. 027:</b> Carpets, rugs, mats and matting, namely, door mats, floor mats; linoleum and coverings for covering existing floors; non-textile wall hangings; automobile carpets; bath mats; floor coverings; door mats; gymnastic mats; gymnasium mats; vinyl floor coverings; wallpaper, wall paper of vinyl [, wall paper stencils ]; play mats, namely, foam mats for use on play area surfaces; children's printed activity rugs; beach mats; tapestry in the nature of wall hangings, not of textile; reed mats; nonslip bath tub mats</p> <p><b>I.C. 029:</b> Meat, fish, poultry and game; meat extracts; preserved, frozen, dried and cooked fruits and vegetables; jellies, jams, compotes; eggs, milk and milk products excluding ice cream, ice milk and frozen yoghurt; edible oils and fats; bouillon; bouillon concentrates; broth; broth concentrates; butter; caviar; cheese, cheese snacks, namely, cottage cheese, cheese spreads; cheese in the form of dips, spreads and sticks; dairy products excluding ice cream, ice milk and frozen yogurt; dairy puddings; frosted fruits; frozen fruits; processed and dried fruits; vegetable and fruit juices for cooking; fruit chips; processed and dried vegetables; margarine; marmalade; meat jellies; meat tinned; beverages consisting principally of milk; soybean-based food beverage used as a milk substitute; milk shakes; dairy products for making milk shakes, namely, milk; preserved mushrooms; preserved onions, preserved olives; gherkin; prepared nuts; ginger jam; pastes of liver; pate of liver; cocoa butter for food purposes; and peanut butter; peanuts, processed; lentils, preserved; peas, preserved; fruit peel; potato chips; potato crisps; potato fritters;</p>

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			<p>salads except macaroni, rice, and pasta salad; sauerkraut; sausages; sesame oil; preparations for making soup; soups; tofu; vegetable salads; vegetable soup preparations; whipped cream; yoghurt; processed, edible seaweed; processed, dried and preserved meat, fish, poultry and game; bacon; preparations for making bouillon; chocolate nut butter; charcuterie; ham; crystallized fruits; fish, tinned; fruit jellies; fruit salads; maize oil; olive oil for food; raisins; tomato puree; tinned fruits and vegetables; seafood not live; processed and preserved seafood; seafood, tinned; pickles</p> <p><b>I.C. 030:</b> Coffee, tea, cocoa, sugar, rice, tapioca, sago, artificial coffee; flour; ices; honey, treacle; yeast, baking-powder; salt, mustard; vinegar, sauces as condiments; spices; ice; breakfast cereal; biscuits; cake powder in the nature of cake mixes; edible decorations for cakes; cake preparations, namely, frosting, icing, candy decorations, and cake mixes; malt for food; soybean malt extract for food; malt biscuits; rice cakes; sweets and candies; sugar confectionery, candy bars, candy mints; chocolate confectionery; chocolate; Chocolate-based beverages with milk; chocolate-based beverages; confectionery decorations for Christmas trees; coffee-based beverages; coffee beverages with milk; coffee flavorings, namely, coffee flavored syrups used in making food beverages; mixtures and preparations for use as substitutes for coffee, namely, Coffee essences and extracts for use as substitutes for coffee, artificial coffee or vegetable preparations for use as coffee; coffee and coffee-based beverages; tea, namely, ginseng tea, black tea, oolong tea, barley and barley-leaf tea; cookies; popcorn; flavoured popcorn; corn flakes; confectionery chips for baking; ice-cream; curry; capers; custard; custard mixes and powder; cereal flakes; flavourings, other</p>

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			<p>than essential oils; confectionery ices; fruit jelly confectionery in the nature of fruit jelly candy; gingerbread; chocolate syrup; ketchup; liquorice; non-medicated lozenges; meat pies; meat tenderizers for household purposes; pancakes; pastilles; pastries; pate; corn chips; tortillas; pepper; pizzas; puddings; ravioli; royal jelly for human consumption not for medical purposes; thickening agents for cooking foodstuffs; wasabi paste; soy sauce; pastas, noodles and vermicelli; sushi; vanilla; waffles; frozen yoghurt; pretzels; almond confectionery, namely, almond paste and almond cake; aromatic preparations for food, namely, extracts used as flavoring; Starch-based binding agents for ice Cream; bread rolls; cakes; caramels; chewing gum, not for medical purposes; corn meal; crackers; crisp bread snacks; flour based savory snacks; cereal based snack foods; edible ices; golden syrup; ice, natural or artificial; macaroni; marzipan; mayonnaise; oatmeal; peppers as seasonings; pies; rusks; cooking salt; sandwiches; tomato sauce; seasonings; sherbets; spaghetti; sweetmeats; tarts; wheat flour; salad dressings; meat gravies; Fruit sauces excluding cranberry sauce and applesauce; cones for ice cream; dessert puddings</p> <p><b>I.C. 032:</b> Beers; mineral and aerated waters, fruit drinks and fruit juices; syrups and other preparations for making beverages, namely, syrup substitutes for making beverages; ales; alcoholic and non-alcoholic beers; non-alcoholic fruit drinks; non-alcoholic fruit juices; non-alcoholic fruit extracts used in the preparation of beverages; non-alcoholic wines; pineapple juice beverages; aperitives, non-alcoholic; cocktails, non-alcoholic; energy drinks; non-alcoholic beverages containing fruit juices; syrup for making fruit juices and fruit drinks; fruit nectars, non-alcoholic; whey beverages; extracts of hops for</p>



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			<p>making beer; non-alcoholic honey-based beverages; ginger beers; isotonic beverages; iced fruit beverages; drinking water; vegetable juices; cola beverages; kvass; spring water; Lithia water; preparations for making liqueurs; namely, essences used in the preparation of liqueurs; lemonades; milk of almonds; peanut milk; malt beer; malt-based preparations for making beverages, namely, malt syrup; almond beverages; flavoured waters; beer wort; frozen fruit beverages; lagers; pastilles for effervescing beverages; table waters; bottled water; grape juice; must; sarsaparilla; seltzer water; shandy; cider, non-alcoholic; soda water; sorbets in the form of beverages; stout; sports drinks; extracts for making beverages, namely, extracts of hops and malt for making beer; non-alcoholic fruit extracts used in the preparation of beverages; vegetable juice; soft drinks; syrups for making soft drinks</p> <p><b>I.C. 033:</b> Alcoholic beverages except beers; distilled spirits of rice; aperitifs; alcoholic beverages containing fruit; alcoholic extracts; alcoholic fruit extracts; distilled spirits; alcohol essences; brandy; hard cider; mead; prepared alcoholic cocktail; liqueurs; sake; raki; spirits; vodka; whisky; rum; gin; wine; cooking wine</p> <p><b>I.C. 034:</b> Tobacco; matches; ashtrays; cigarette paper; cigar cases; cigarette cases; cigar cutters; cigar holders; cigarette filters; mouthpieces for cigarette holders; cigarette holders; cigarette tips; cigarettes; cigarettes containing tobacco substitutes; cigarillos; cigars; lighters for smokers; match boxes; match holders; matches; Pipe cleansers for tobacco pipes and smoking pipes; pipe racks for smoking pipes; tobacco pipes; tobacco pouches; snuffboxes; tobacco jars</p> <p><b>I.C. 035:</b> Advertising; business management; business administration;</p>

Mark	Filing Date	Registration No.	Goods and Services
			office functions; wholesale store services, retail store services, and mail order catalog services featuring games for mobile devices, games for personal computers, games for consoles, games for tablets, electronic game programs, downloadable electronic game programs, electronic game software, computer game programs, downloadable computer game programs, interactive game programs, interactive game software, protective carrying cases specially adapted for phones and handheld computers, mouse pads, party favours and festive decorations and ornaments, gifts, soaps, perfumery, essential oils, cosmetics, hair lotions, hair care products, toiletries, dentifrices, personal hygiene products, cleaning, polishing and abrasive preparations, substances for laundry use, manicure tools, nail care preparations, nail polish, nail varnish, false nails, dietetic substances, food for babies, sanitary preparations, candles, wicks, spills for lighting, greases, lubricants, oils for paints, cutlery, crockery, manicure sets, shaving instruments, razors, machines and machine tools for kitchen or household purposes, hand-held tools, films, cameras, photo discs, video recorders, audio and video tapes, records and discs, instruments and apparatus for the recording, transmitting and/or reproduction of sounds and/or images, televisions, cassette tape players and/or recorders, video cassette and/or disc players and/or recorders, radios, telephones, wireless phones, mobile phones, mobile phone cases, decorations and straps for phones, call indicators, calculating machines, calculators, electronic and computer games, cinematographic films, lights, fans, cooking utensils, cake and pastry moulds, toasters, ovens, kitchen utensils, utensils and containers for serving or storing food and/or beverages, chop sticks, cutting instruments, porcelain, chinaware, crystal

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			ware, enamelware, silverware, glassware, terra-cotta ware, earthenware, ceramics, hair dryers, lamps, lamp shades and parts and fittings therefor, baby carriages, balloons, bicycle horns, clocks and watches and accessories and parts and fittings therefor, jewellery and imitation jewellery, ornaments, goods of precious metal or coated therewith, music boxes, musical instruments, pictures, photographs, stationery, paper and cardboard and goods made from these materials, artists materials, paint brushes, writing instruments, printed matter, books, newspapers, magazines and periodicals, greeting and Christmas cards, playing cards, packing and packaging materials, picture frames and stands, adhesives for stationery or household purposes, goods made of leather and/or imitations of leather, bags and luggage, purses and wallets, umbrellas, walking sticks, furniture, mirrors, coat hangers and pegs, boxes and containers, name plates, small household fittings, household or kitchen utensils and containers, combs, sponges, brushes, articles for cleaning purposes, spectacles, spectacle frames and sunglasses and cases and accessories therefor, textile and textile goods, bedding, and table linens and covers, napkins, table mats, furniture, haberdashery, handkerchieves, articles of children, women and men's clothing, footwear, headgear and gloves, buttons, badges, ribbons and braid, lace and embroidery, hair pins and ornaments, braces, shoe ornaments, hat ornaments, zipper and zipper fasteners, carpets, rugs and mats, toys, games and playthings, dolls, plush toys, soft dolls, figurines, sporting articles, decorations for Christmas trees, food and beverages, confectionery, floral products, matches, cigars, cigarettes and smokers' articles; advertising; organization of exhibitions for commercial or advertising purposes; publication of publicity texts;

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			<p>sales promotion for others; arranging of fairs and exhibitions for advertising purposes; business management of performing artists; import-export agencies; compilation of information into computer databases; direct mail advertising; business management of hotels; marketing research; outdoor advertising; personnel recruitment; advertising agency services; radio advertising; television advertising; on-line advertising on a computer network; rental of advertising time on communication media; office machines and equipment rental; vending machine rental services; auctioneering</p> <p><b>I.C. 036:</b> Computerized financial services, namely, electronic commerce payment services, namely, establishing funded accounts used to purchase goods and services on the Internet; computerized financial services for retail businesses, namely, a micro-payment system for online transactions for the purchase of goods and services; information, advisory and consultancy services relating to funded accounts used to purchase goods and services on the Internet; agency for renting of apartments; apartment house management; banking; capital investments; charitable fund raising; credit card services; issuance of credit cards; debit card services; financial information; financing services; issue of tokens of value; issuing of cheques and travellers' checks; leasing of real estate; real estate management; rent collection; rental of offices; renting of apartments; renting of flats; savings banks; electronic funds transfer; real estate agencies; trusteeship services; fire insurance underwriting; fund investments; health insurance underwriting; insurance brokerage; insurance underwriting; life insurance underwriting; marine insurance underwriting; mutual funds brokerage, distribution, and investment; home</p>

Mark	Filing Date	Registration No.	Goods and Services
			<p>banking; financing of loans</p> <p><b>I.C. 038:</b> Telecommunication services, namely, providing internet access via broadband optical or wireless networks; cable television broadcasting; television broadcasting; cellular telephone communication; communications by fiber optic networks; communications by telegrams; communications by telephone; providing information in the field of telecommunications, specifically regarding communication by telephones and cellular telephones; computer aided transmission of messages and images; electronic mail; facsimile transmission; radio broadcasting; sending of telegrams; telephone communication services, video telephone services; television broadcasting; paging services; providing telecommunications connections to a global computer network; providing user access to a global computer network; telecommunications routing and junction services; electronic bulletin board services; teleconferencing services; communication via consumer video game apparatus by digital transmission or by satellite; providing information on communication via consumer video game apparatus by digital transmission or by satellite; communication via arcade video game machines by digital transmission or by satellite; providing information on communication via arcade video game machines by digital transmission or by satellite; communication via handheld game apparatus by digital transmission or by satellite; providing information on communication via handheld game apparatus by digital transmission or by satellite; Telecommunication services, other than broadcasting, namely, providing internet access via broadband optical or wireless networks; news agencies, namely, the transmission of news items to news reporting organizations; rental of</p>

Mark	Filing Date	Registration No.	Goods and Services
			telecommunication equipment including telephones and facsimile apparatus; rental of modems; Electronic message sending, message sending via a website; satellite transmission  <b>I.C. 043:</b> Services for providing food and drink; providing temporary housing accommodations; hotel accommodation services and catering services for guests; restaurants; cafes; cafeterias; bars; canteens; catering services; self-service restaurants; snack bars; cocktail lounges; providing information in the field of provision of food and drinks; provision of temporary accommodations and lodging facilities in the nature of hotels, motels, and boarding houses; agency services for the reservation of temporary accommodations and lodging facilities in the nature of hotels, motels, and boarding houses; providing information in the field of temporary accommodations for travelers; child care centers; day-nurseries; tourist homes; bar services

True and correct copies of the registration certificates for these registrations are attached hereto and marked ***Exhibit D***.

14. In seeking registration for the ANGRY NERDS & Design mark, the Applicant is relying upon the inherent distinctiveness of the “ANGRY” element as applied to goods in Class 009. In this regard, Rovio also owns the following pending application related to its ANGRY BIRDS® Marks:

Mark	Application No.	Goods and Services
ANGRY	85/689,262	<b>I.C. 009:</b> Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signaling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission

Mark	Application No.	Goods and Services
		<p>or reproduction of sound or images; magnetic data carriers, recording discs; automatic vending machines and mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire-extinguishing apparatus; video games for mobile phones, laptops, consoles, tablets; electronic game programs; downloadable electronic game programs; electronic game software; computer game programs; downloadable computer game programs; interactive game software; interactive game programs; computer operating programs, recorded; computer programs; computer software (recorded); computers; printers for use with computers; programs for handheld game devices; apparatus for games adapted for use with television receivers; cinematographic apparatus; DVD discs; compact discs; CD-ROM discs; mouse pads; sunglasses; spectacles; eyeglass chains; spectacle cases; contact lenses; containers for contact lenses; wireless phones; mobile telephones and parts and fittings therefor; carriers and holders for mobile telephones and personal computers; headphones; earphones; earphones and microphones/speaker phones for use with mobile telephones; mobile phone straps, cases; stands for portable telephone; antenna caps for portable phone; batteries; battery boxes; battery chargers; digital music downloadable from the internet; downloadable music files; abacuses; audiovisual teaching apparatus; binoculars; calculators; cameras, cinematographic cameras, and parts and fittings therefor; lenses for cameras; capacity measures; motion picture films; animated cartoons; cassette players; electric door bells; electronic pocket translators; fire alarms; flashlights; frames for photographic transparencies; heat regulating apparatus; juke boxes; optical lenses. letter scales; life belts; life jackets; life-saving rafts; locks, electric; magnetic encoded cards; magnetic encoders; magnets; magnifying glasses; microphones; microscopes; neon signs; notebook computers; electronic pens; phonograph records; photocopiers; pocket calculators; projection apparatus; radios; record players; remote control apparatus; rulers (measuring instruments); scales; smart cards; smoke detectors; sockets, plugs and other contacts; telephones apparatus, receivers, transmitters, wires; telescopes; television apparatus; temperature indicators; theft prevention installations, electric; thermometers; thermostats; video cassettes, video game cartridges; videotapes; video screens; video recorders; word processors; audio and visual apparatus with sing along devices; pagers, and parts and fittings therefor; pager cases or casings; call indicators for</p>

Mark	Application No.	Goods and Services
		<p>telephones, mobile telephones and pagers; electronic agendas; electric alarm bells; alarms; bar code readers; barometers; buzzers; electric buzzers; central processing units (processors); chips (integrated circuits); chronographs (time recording apparatus); computer keyboards; computer memories; computer peripheral devices; acoustic couplers; couplers (data processing equipment); optical data media; optical discs; disks (magnetic); divers' apparatus; divers' masks; diving suits; electronic notice boards; electronic pens (visual display units); eyeglass cords; eyepieces; eyeshades; facsimile machines; filters (photography); floppy disks; head cleaning tapes (recording); hygrometers; integrated circuits; intercommunication apparatus; interfaces (for computers); invoicing machines; lens hoods; magnetic tape units (for computers); magnetic tapes; measuring spoons; metronomes; microprocessors; modems; money counting and sorting machines; monitors (computer hardware); monitors (computer programs); mouse (data processing equipment); optical fibers (light conducting filaments); optical glass; optical goods; parking meters; protractors (measuring instruments); radiotelegraphy sets; radiotelephony sets; scanners (data processing equipment); semi-conductors; slides (photography); sound recording strips; demagnetizing apparatus for magnetic tapes. telegraph wires; telegraphs (apparatus); teleprinters; teleprompters; teletypewriters; ticket dispensers; transmitters (telecommunication); transmitters (telecommunication); transmitting sets (telecommunication); vacuum gauges; video screens; video telephones; video recorders; whistle alarms; ear plugs for divers; egg timers; goggles for sports; protective helmets for sports; navigation apparatus for vehicles (on board computers); electronic publications (downloadable); personal stereos; satellites for scientific purposes; wrist rests for use with computers; electronic circuits and CD-Roms which enable the recording of automatic playing program for the use of electronic musical instruments; data storage media where programs for consumer's video game devices are saved; memory cards for consumer videogame apparatus; cases, containers, bags, coverings designed for protecting, maintaining and carrying phones and laptops</p>

A true and correct copy of pages printed from the USPTO's online database reflecting this application is attached hereto and marked ***Exhibit E***.



15. Today, Rovio's ANGRY BIRDS® Marks are highly recognized by the general consuming public of the United States. Moreover, due to the worldwide advertisement and promotion of the ANGRY BIRDS® Marks, consumers have come to recognize the ANGRY BIRDS® Marks as a symbol of the goodwill inherent in the products and services bearing the ANGRY BIRDS® Marks, and further, associate the ANGRY BIRDS® Marks solely with Rovio and its high quality goods and services. The fame of the ANGRY BIRDS® Marks is further bolstered by the findings attached in Exhibit C.

16. Applicant's proposed mark is confusingly similar to the ANGRY BIRDS® Marks because it is similar in appearance, meaning, and overall impression pursuant to 15 U.S.C. § 1052(d). Among other things, Applicant's proposed ANGRY NERDS & Design mark incorporates the word ANGRY as the first and dominant portion of the mark and is also phonetically highly similar to ANGRY BIRDS®.

17. Applicant states that it intends to use the ANGRY NERDS & Design mark in connection with the goods listed in its application. Consumers are accustomed to seeing the ANGRY BIRDS® Marks used by Rovio in connection with those same goods and services, and are likely to believe that Applicant's ANGRY NERDS & Design mark is associated with the lines of products and services bearing the ANGRY BIRDS® Marks and Rovio's goods and services.

18. Applicant's goods and services and goods and services branded with the ANGRY BIRDS® Marks are or will be sold through overlapping trade channels. Specifically, Rovio offers its goods and services via online "app stores" and other electronic entertainment websites. Applicant's ANGRY NERDS & Design game is likely to be made available for download on the exact same "app stores" and/or electronic entertainment websites.

19. Given the degree of similarity between the ANGRY NERDS & Design mark and the ANGRY BIRDS® Marks, consumers are likely to believe that Applicant's ANGRY NERDS & Design mark is associated with the lines of products and services bearing the

ANGRY BIRDS® Marks. Further, due to the considerable overlaps in trade channels that are or will be used by both Rovio and the Applicant, prospective purchasers and others are likely to be confused as to whether Applicant's goods and services sold under the ANGRY NERDS & Design mark emanate from and/or are in some way affiliated with, or sponsored or approved by Rovio, or are otherwise related to Rovio and/or Rovio's goods and services, thereby damaging Rovio.

20. Given the overwhelming goodwill and public recognition arising from the association of the famous ANGRY BIRDS® Marks with Rovio, consumers are likely to believe that Rovio has licensed, approved, or otherwise authorized Applicant's use of the ANGRY NERDS & Design mark, when it in fact has not.

21. No issue of priority exists with respect to Rovio's first use date of its registered ANGRY BIRDS® Marks as set forth above, and Applicant's ANGRY NERDS & Design application. Rovio enjoys priority dates based on 15 U.S.C. § 1126(e). Each of Rovio's priority dates in its registrations is no later than April 15, 2011. Conversely, Applicant's application was filed on an intent-to-use basis on May 21, 2012.

22. The maturation of Applicant's application into registration will cause a likelihood of confusion, mistake, or deception with respect to the source or origin of Applicant's goods. There is a strong likelihood that consumers will erroneously believe that Applicant's goods are licensed by or associated with Rovio.

23. In addition, the registration of ANGRY NERDS & Design will dilute and tarnish Rovio's famous ANGRY BIRDS® Marks. The ANGRY BIRDS® Marks are famous in the United States and throughout the world. Use of the ANGRY NERDS & Design mark is likely to cause dilution by blurring and dilution by tarnishment of the ANGRY BIRDS® Marks, regardless of the presence of actual or likely confusion, of competition, or of actual economic injury. *See* 15 U.S.C. § 1125(c).

24. Pursuant to 15 U.S.C. § 1063(a), Rovio will be damaged by registration of Applicant's proposed mark, which would grant Applicant a *prima facie* exclusive right to use the proposed mark, despite Rovio's priority over Applicant and the likelihood of confusion, dilution, and injury to Rovio's goodwill that will be caused by Applicant's mark.

25. In summary, registration of the ANGRY NERDS & Design mark would be incorrect and improper in view of the requirements of the Trademark Act of 1946, as amended, including specifically but not limited to the provisions of 15 U.S.C. §§ 1051 *et seq.*

WHEREFORE, Rovio respectfully requests that this Opposition be sustained, and that registration to Applicant for ANGRY NERDS & Design in Application Serial No. 85/630,650 of the goods identified in International Class 09 be denied.

Rovio hereby appoints the law firm of K&L Gates LLP, composed of attorneys in good standing and members of bars in the United States, among other jurisdictions, to act as attorneys of record for Rovio herein, with full power to prosecute this Notice, to transact all relevant business with the USPTO and in the United States Courts, and to receive all official communications in connection with this Notice of Opposition.

Rovio submits this Notice of Opposition via the e-filing procedure of the Trademark Trial and Appeal Board, and hereby authorizes the Board to charge the credit card of K&L Gates LLP for the appropriate filing fee of \$300.00. Please direct all notices, pleadings, correspondence, and other papers in this matter to the undersigned counsel for Rovio.

Respectfully submitted,  
K&L GATES LLP

Dated: June 13, 2013

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Attorneys for Petitioner  
Rovio Entertainment, Ltd.

**CERTIFICATE OF MAILING**

I hereby certify that a true copy of the foregoing Notice of Opposition is being deposited with the United States Postal Service with sufficient postage as first class mail in an envelope addressed to

Tydestone, Inc.  
Attn: Jonathan Gilchrist, Owner  
1240 Blalock Road, Suite 150  
Houston, TX 77055-6451

on this 13<sup>th</sup> day of June, 2013.

\_\_\_\_\_  
/Cari M. Hollabaugh/  
Cari Hollabaugh, Paralegal

# **EXHIBIT A**



## 1 BILLION Angry Birds downloads!

09.05.2012




Angry Birds games have now been downloaded more than a **billion** times – THANK YOU to all of our incredible fans! This is only the beginning of our story, keep your eyes peeled for what's coming up next from Rovio!

[Subscribe to RSS feed](#)

© 2012 Rovio Entertainment Ltd. Angry Birds. Privacy Policy. EULA.




# **EXHIBIT B**






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ROVIO ENTERTAINMENT  
REPORTS 2012 FINANCIAL  
RESULTS

03.04.2013





Espoo, Finland – Rovio Entertainment Ltd, the world’s leading provider of mobile entertainment and creator of the Angry Birds franchise, today had the pleasure of announcing its financial results for the full calendar year of 2012.

Total consolidated full year revenue grew by 101%, driven by a healthy growth in games revenue and consumer product sales, and amounted to €152.2 million (2011: €75.6 million). Earnings before interest and taxes (EBIT) were €76.8 million (2011: €46.9 million), up 64% from year 2011, and net profit after tax was

http://www.rovio.com/en/news/press-releases/284/rovio-entertainment-reports-2012-financial-results[5/14/2013 2:25:16 PM]

€55.5 million (2011: €35.4 million).

"Year 2012 was another record-breaking year for Rovio. We doubled our revenue with an EBIT margin of 50%, more than doubled our headcount, established new offices and a New Business Ventures unit." said Rovio CFO Herkko Soininen. "Also, to protect our own, as well as our partners' and our fans' interests, we continue to invest heavily in brand protection globally."

"Rovio has grown from a phenomenon to a very successful global business. In 2010 we set out to build an entertainment company and after last years performance we are on a strong path to achieve our goal." Mikael Hed, Rovio CEO said.

Strong growth throughout all business segments

The financial outcome of 2012 is very positive for Rovio. Games and Consumer Products business units had a healthy growth and the company made good progress with its entertainment business.

In 2012 Rovio launched four major chart topping games. Angry Birds Space, Amazing Alex, Bad Piggies and Angry Birds Star Wars catapulted the total number of Rovio game downloads to more than 1 billion in May 2012 and the total number of active monthly users, across all platforms, to 263 million in December, 2012. Driven by these launches Rovio's Games business unit's revenue continued to grow fast. The main revenue sources of the games business are paid games, virtual goods, and advertising.

The Consumer Products business unit's revenue for 2012 was more than three times the revenue of 2011 and accounted for 45% of Rovio's total revenue.

The number of employees grew from 224 to 518 during the year 2012.

Market and business development expectations

Future business will to a large extent depend on the success of new game launches, the company's ability to keep its fans engaged with Rovio content and the success of new initiatives in 2013. The sales of new devices and fun, entertaining content remain the main drivers for mobile game downloads and Angry Birds Toons channel views. Rovio expects its business to continue to grow and by today, the total number of Rovio game downloads has exceeded 1.7 billion.

"We have had a stellar start for this year. In addition to our successful games portfolio we recently launched our first Angry Birds Toons series through third party partners and our own in-game distribution channel. We will continue to strengthen our position in the entertainment business through continuing to innovate on our existing brands, exploring creating new IP as well as exploring opportunities with external parties," Mikael Hed said.

Note: Rovio Entertainment Ltd's financial statements are prepared in accordance with the Finnish Accounting Standards (FAS).

For more information:

Press inquiries: media@rovio.com, tel +358 400 214 526

About Rovio Entertainment Ltd.

Rovio Entertainment Ltd is an industry-changing entertainment

media company headquartered in Finland, and the creator of the globally successful Angry Birds™ characters franchise. Angry Birds, a casual puzzle game, became an international phenomenon within a few months of its release, and is now the number one paid app of all time. Angry Birds have expanded rapidly in entertainment, publishing, animations and licensing to become a beloved international brand. [www.rovio.com](http://www.rovio.com)

[Back to list](#)

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# **EXHIBIT C**

## **DECLARATION OF DR. GERALD L. FORD**

I, Dr. Gerald L. Ford, hereby declare as follows:

### INTRODUCTION

1. I am a partner in the marketing research and consulting firm of Ford Bubala & Associates, located in Huntington Beach, California, where I have been engaged in commercial marketing research and consulting for the past thirty-eight years. I am also an emeritus faculty member of the School of Business Administration, California State University, Long Beach, where I held a full-time teaching position for twenty-five years, prior to my retirement from academia in 1994. My professional experience is further summarized below in paragraphs 28 through 38.

2. In the instant matter, at the request of K&L Gates LLP, counsel for Rovio Entertainment Ltd. ("ANGRY BIRDS"), I designed and caused to be conducted a survey to address the issue of fame with respect to the ANGRY BIRDS mark. Specifically, this survey was designed to measure the degree of recognition, if any, of the ANGRY BIRDS mark for an electronic game among both the general public and the general consuming public.

3. The results of the survey evidence a high level of recognition for the ANGRY BIRDS mark among both the general public and the general consuming public (defined as past and/or potential electronic game players, past and/or potential electronic game purchasers, and past and/or potential downloaders of free electronic games). The recognition of the ANGRY BIRDS mark ranks first, exceeding the level of recognition of each of the other electronic game marks tested. In total, on a net

basis, after adjusting the survey data for mismeasurement or agreement bias, approximately eighty-four percent (84.29%) of the general public recognized the ANGRY BIRDS mark. Among the general consuming public more past and/or potential electronic game players (i.e., 93.21%/92.04%) recognized the ANGRY BIRDS mark, more past and/or potential electronic game purchasers (i.e., 89.84%/84.75%) recognized the ANGRY BIRDS mark, and more past and/or potential downloaders of free electronic games (i.e., 90.97%/89.80%) recognized the ANGRY BIRDS mark.

4. It is my opinion that the results of the survey support a finding that the ANGRY BIRDS mark is famous.<sup>1</sup> Specifically, the survey results provide clear evidence that the ANGRY BIRDS mark is widely recognized among both the general public and the general consuming public.

#### SURVEY BACKGROUND

5. Attached hereto as Exhibit A are the results of the survey which addressed the issue of fame with respect to the ANGRY BIRDS mark. Specifically, the survey reported herein was designed to measure the degree of recognition of the ANGRY BIRDS mark, if any, among both the general public and the general consuming public. Exhibit A provides a synopsis of the survey methodology, survey screeners and questionnaires, and response frequencies for the survey questions. The Appendix of this report contains a sequential listing of the survey responses, copies of the Supervisor and Interviewer instructions which

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<sup>1</sup> See 15 U.S.C.A. § 1125(c)(2)(A).

provide additional details of the survey protocols, and other survey-related background materials.

6. The survey sample selection, questions, questionnaire design, and interviewing procedures employed in this fame survey were designed in accordance with the generally accepted standards and procedures in the field of surveys. The survey was also designed to meet the criteria for survey trustworthiness detailed in the Federal Judicial Center's Manual for Complex Litigation, Fourth.<sup>2</sup>

7. I was responsible for the design of the survey, the survey's questions and the instructions given to the survey's supervisors and interviewers, and the procedures to be followed in conducting the interviews. Interviewing, data gathering, and response recordation were carried out, under the direction of Ford Bubala & Associates, by interviewers employed by an independent professional interviewing organization. The Project Director working on this study was personally trained by a representative of Ford Bubala & Associates in the survey design, procedures, and related protocols. In addition, approximately fifty-eight (57.86%) of the study interviews were validated by the survey's Supervisors' telephone monitoring of the interviews

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<sup>2</sup> For the proffered poll or survey, "...Relevant factors include whether: the population was properly chosen and defined; the sample chosen was representative of that population; the data gathered were accurately reported; and the data were analyzed in accordance with accepted statistical principles...In addition, in assessing the validity of a survey, the judge should take into account the following factors: whether the questions asked were clear and not leading; whether the survey was conducted by qualified persons following proper interview procedures; and whether the process was conducted so as to ensure objectivity..." See Federal Judicial Center, Manual for Complex Litigation, Fourth, Section 11.493, @ 102-104 (2004).

while they were being conducted or by telephone callback; and Ford Bubala & Associates also conducted validation via telephone callback of an additional approximately twenty-one percent (20.70%) of the interviews in the study. Net, unduplicated validation totaled approximately seventy-seven percent (77.31%).<sup>3</sup> None of the interviews failed to validate.

8. The fame survey conducted in this matter was a probability based survey employing a random digit telephone protocol. The sample of random digit telephone numbers for this survey was purchased from Survey Sampling, Inc., a firm which specializes in providing samples for survey research purposes. The sample for this survey was based upon a random digit probability sample of telephone numbers drawn from all working telephone exchanges in the continental U.S. for both landlines and cellular telephones. Quotas for completed interviews were established to provide a sample that is representative of the age and gender distribution of the U.S. population 13 years of age and older, based on the U.S. Census.

9. Generally, respondents qualified for inclusion in the survey were either (1) individuals who live in households with either listed or unlisted landline telephones (the respondent in the household was randomly selected using the next-birthday method),<sup>4</sup> or (2) randomly selected cellular telephone numbers for individuals who receive all or most of their personal calls on a cellular telephone.

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<sup>3</sup> This level of validation exceeds industry standards.

<sup>4</sup> See James H. Frey, Survey Research by Telephone, Second Edition, 1989, pages 110-115.



10. Attempts to contact prospective respondents were made during afternoon and evening hours on weekdays and during daytime hours on weekends, in the time zones of respective respondents. Telephone callbacks occurred at any time during the day/evening when it was suggested that a prospective respondent would be available (i.e., for the landline calls). Interviewers made an initial call and, as necessary, up to five telephone callbacks (i.e., six calls) to reach a prospective respondent.

11. The sampling procedure utilized in the survey provides results that are representative and statistically projectable to all individuals, thirteen (13) years of age or older, in households in the continental U.S. who have a working landline telephone or receive all or most of their personal calls on a cellular telephone, with a known degree of error.<sup>5</sup>

12. In this study, the survey screeners (i.e., a screener for landline telephone calls and a screener for cellular telephone calls) and questionnaire were programmed for computer-assisted telephone interviewing (CATI) so that interviewers could read the survey questions and record the survey responses directly on their computer terminals. In total, four hundred one (401) interviews were completed among qualified, randomly selected respondents.

13. The fame survey was administered under a double-blind protocol. Specifically, not only were the respondents not informed as to the purpose or sponsor of the survey, but

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<sup>5</sup> In the fame survey, the error factor at the 95% level of confidence is +/-3.57% among the general public. See Exhibit A, Appendix F.

similarly, both the survey's supervisors and interviewers were not informed as to the purpose or sponsor of the survey.

#### SURVEY PROCEDURES AND QUESTIONS

14. The fame survey employed a traditional scientific experimental survey design consisting of test questions and an in-treatment control. In this survey, the in-treatment control was an electronic game title (i.e., PESKY POODLES) that is not the name of an electronic game title but rather a fictitious electronic game title to provide an estimate of mismeasurement error (sometimes referred to as 'noise') resulting from such respondent behaviors as "yea saying" agreement bias or acquiescence.

15. The fame survey, as previously described, utilized a telephone protocol. After calling a telephone number and identifying a respondent who met the screening criteria (i.e., the universe definition),<sup>6</sup> the qualified survey respondent was then told:

In a moment, I am going to ask you some questions about the names of electronic games. By electronic games, I mean games that can be played on smartphones, tablets, and other electronic devices.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

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<sup>6</sup> For the landline telephone calls, the universe definition was that individual in the household having the next birthday. For the cellular telephone calls, the universe definition was that the individual received all or most of their personal calls at that cellular telephone number. See Exhibit A, pages 5-6 and page 10.

The respondent was then asked the following unprompted or unaided question:

4.0 Now, thinking about electronic games would you please tell me the names of electronic games that you can think of?

A respondent who could think of the name(s) of one or more electronic games was then asked a second unaided question:

4.1 What other names of electronic games, if any, can you think of?<sup>7</sup>

The respondent was then told:

5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games.<sup>8</sup>

The respondent was then asked a prompted or aided question with regard to several electronic game names. To accomplish this, the respondent was read a list of electronic game names and asked whether he/she had ever heard of each of the electronic game names. The electronic game names on the list included: ANGRY BIRDS, PLANTS VS. ZOMBIES, BEJEWELLED, BACKFLIP MADNESS, WILD BLOOD, CUT THE ROPE, SKI SAFARI, MINI MOTOR RACING, GOD OF BLADES,<sup>9</sup> <sup>10</sup> and the control electronic game name PESKY POODLES.

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<sup>7</sup> Respondents who could not think of the name(s) of one or more electronic games, to question 4.0, were not asked this question.

<sup>8</sup> Respondents who did not name any electronic games in question 4.0 were not asked question 5.0 but rather were asked question 5.1: I am going to read you some names that may or may not be names used for electronic games.

<sup>9</sup> In the aided question, respondents were only asked about electronic game names that they had not mentioned in response to either of the unaided questions (i.e., questions 4.0 and 4.1).

<sup>10</sup> The eight electronic game names, in the aided list, were randomly chosen from two sources. First, we randomly selected one electronic game title in each of the four quartiles

The order of the list of electronic game names and the control name were randomized for each respondent to guard against any potential order bias. The PESKY POODLES name, which is a fictitious electronic game name, was asked of each respondent to measure the level of mismeasurement error or agreement bias in the data that may have been generated as a result of asking the aided question (i.e., an in-treatment control question).

16. Next, a respondent was asked six questions:

- 6.0 Within the past month, have you played any electronic games?
- 6.1 Within the next month, are you likely to play any electronic games?
- 7.0 Within the past month, have you purchased any electronic games?
- 7.1 Within the next month, are you likely to purchase any electronic games?
- 8.0 Within the past month, have you downloaded for free any electronic games?

and

- 8.1 Within the next month, are you likely to download for free any electronic games?

See Exhibit A, pages 7-9 and pages 11-13.

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of the top 100 most frequently purchased games from Apple iTunes store, March 11, 2013. Second, we randomly selected one electronic game title in each of the four quartiles of the top 100 most frequently purchased games from the Google Play store, March 11, 2013.

## SURVEY RESULTS

### General Public

17. The ANGRY BIRDS mark for an electronic game was identified by approximately thirty-two percent (31.67%) of the general public in response to the unprompted or unaided recall questions (i.e., "...would you please tell me the names of electronic games you can think of?" and "What other names of electronic games, if any, can you think of?"). This level of unaided identification of the ANGRY BIRDS mark for an electronic game exceeds the level of unaided identification of all other electronic game names. See Exhibit A, Table 1, page 15.

18. In total, in response to the unaided and aided questions combined, approximately eighty-eight percent (87.53%) of the general public reported recognition of the ANGRY BIRDS mark for an electronic game. See Exhibit A, Table 2, page 16.

TABLE 1<sup>11</sup>

## UNAIDED RECOGNITION OF ELECTRONIC GAMES

Q4.0 Now, thinking about electronic games ...PAUSE... would you please tell me the names of electronic games you can think of?

Q4.1 What other names of electronic games, if any, can you think of?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. Angry Birds	127	31.67
2. Backflip Madness	--	--
3. Bejeweled	25	6.23
4. Cut the Rope	5	1.25
5. God of Blades	--	--
6. Mini Motor Racing	--	--
7. Plants vs. Zombies	2	0.50
8. Ski Safari	--	--
9. Wild Blood	--	--
10. Call of Duty franchise	39	10.47
11. Fruit Ninja	25	6.23
12. Mario franchise	32	10.22
13. Solitaire	29	7.23
14. Temple Run franchise	42	11.72
15. Words with Friends	36	8.98
16. Pesky Poodles	--	--
17. Other unaided electronic games <sup>12</sup>	803	na
18. None	121	30.17

19. The total recognition of a mark is accomplished by adding the unduplicated unaided and aided recall of the mark. In total, recognition of the ANGRY BIRDS mark for an electronic game among the general public is approximately eighty-eight percent (87.53%) when the results of the unaided questions are combined with the results of the aided questions. This level of recognition of the ANGRY BIRDS mark for an electronic game

<sup>11</sup> The table numbers in this declaration correspond to the table numbers in Exhibit A and therefore may not be sequential.

<sup>12</sup> No electronic game mark accounted for more than 5.0%. See Appendix B.

exceeds the level of recognition of every other electronic game name tested in the aided list. See Exhibit A, Table 2, page 16.

TABLE 2

UNAIDED AND AIDED RECOGNITION OF ELECTRONIC GAMES

- Q4.0 Now, thinking about electronic games ...PAUSE... would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. Angry Birds	351	87.53
2. Backflip Madness	20	4.99
3. Bejeweled	253	63.09
4. Cut the Rope	107	26.68
5. God of Blades	31	7.73
6. Mini Motor Racing	51	12.72
7. Plants vs. Zombies	131	32.67
8. Ski Safari	25	6.23
9. Wild Blood	7	6.23
10. Pesky Poodles	13	3.24
11. Other unaided electronic games	1,006	na

20. As noted earlier, each respondent was asked, in the aided question, whether they recognized the fictitious electronic game title PESKY POODLES as a measure of the level of mismeasurement error or agreement bias in the survey data that may have been generated as a result of asking the aided question (i.e., an in-treatment control question). The mismeasurement adjustment is accomplished by reducing the percent of ANGRY BIRDS identifications (unaided) plus the percent of ANGRY BIRDS

recognitions (aided) by the percent of "yes" responses to the aided question "Have you ever heard of PESKY POODLES?" Thus, in total, on a net basis, after adjusting the survey data for mismeasurement or agreement bias, approximately eighty-four percent (i.e.,  $87.53\% - 3.24\% = 84.29\%$ ) of the general public recognizes the ANGRY BIRDS mark for an electronic game.



General Consuming Public -  
Past and Potential Players of Electronic Games

21. A review of the survey results with respect to the past and potential players of electronic games evidences a higher level of recognition of the ANGRY BIRDS mark for an electronic game than the general public.

22. Specifically, after adjusting the survey data for mismeasurement or agreement bias, the net level of recognition of the ANGRY BIRDS mark for an electronic game among past and potential players of electronic games ranges from approximately ninety-three percent for past players of electronic games ( $97.09\% - 3.88\% = 93.21\%$ ) to approximately ninety-two percent for potential players of electronic games ( $96.52\% - 4.48\% = 92.04\%$ ) (i.e., the general consuming public). See Exhibit A, Table 6, page 21, and Table 8, page 23.

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TABLE 6  
PAST PLAYERS OF ELECTRONIC GAMES  
AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q6.0 Within the past month, have you played any electronic games?  
[Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=206)
1. Angry Birds	200	97.09
2. Backflip Madness	13	6.31
3. Bejeweled	169	82.04
4. Cut the Rope	83	40.29
5. God of Blades	23	11.17
6. Mini Motor Racing	34	16.50
7. Plants vs. Zombies	94	45.63
8. Ski Safari	15	7.28
9. Wild Blood	4	1.94
10. Pesky Poodles	8	3.88
11. Other unaided electronic games	823	na
12. None	16	7.77

---



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TABLE 8

POTENTIAL PLAYERS OF ELECTRONIC GAMES  
AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q6.1 Within the next month, are you likely to play any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=201)
1. Angry Birds	194	96.52
2. Backflip Madness	16	7.96
3. Bejeweled	164	81.59
4. Cut the Rope	82	40.80
5. God of Blades	26	12.94
6. Mini Motor Racing	35	17.41
7. Plants vs. Zombies	90	44.78
8. Ski Safari	16	7.96
9. Wild Blood	4	1.99
10. Pesky Poodles	9	4.48
11. Other unaided electronic games	822	na
12. None	18	8.96

General Consuming Public -  
Past and Potential Purchasers of Electronic Games

23. A review of the survey results with respect to the past and potential purchasers of electronic games once again evidences a higher level of recognition of the ANGRY BIRDS mark for electronic games than the general public.

24. Specifically, after adjusting the survey data for mismeasurement or agreement bias, the net level of recognition of the ANGRY BIRDS mark for electronic games among past and potential purchasers of electronic games is approximately ninety percent for past purchasers of electronic games ( $94.92\% - 5.08\% = 89.84\%$ ) and approximately eighty-five percent for potential purchasers of electronic games ( $94.92\% - 10.17\% = 84.75\%$ ) (i.e., the general consuming public). See Exhibit A, Table 12, page 28, and Table 14, page 30.

TABLE 12

PAST PURCHASERS OF ELECTRONIC GAMES  
AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q7.0 Within the past month, have you purchased any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=59)
1. Angry Birds	56	94.92
2. Backflip Madness	5	8.47
3. Bejeweled	51	86.44
4. Cut the Rope	26	44.07
5. God of Blades	13	22.03
6. Mini Motor Racing	11	18.64
7. Plants vs. Zombies	32	54.24
8. Ski Safari	6	10.17
9. Wild Blood	4	6.78
10. Pesky Poodles	3	5.08
11. Other unaided electronic games	297	na
12. None	6	10.17

TABLE 14

POTENTIAL PURCHASERS OF ELECTRONIC GAMES  
AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q7.1 Within the next month, are you likely to purchase any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=59)
1. Angry Birds	56	94.92
2. Backflip Madness	6	10.17
3. Bejeweled	51	86.44
4. Cut the Rope	31	52.54
5. God of Blades	12	20.34
6. Mini Motor Racing	13	22.03
7. Plants vs. Zombies	35	59.32
8. Ski Safari	6	10.17
9. Wild Blood	3	5.08
10. Pesky Poodles	6	10.17
11. Other unaided electronic games	308	na
12. None	7	11.86

General Consuming Public -  
Past and Potential Downloaders of Free Electronic Games

25. A review of the survey results with respect to the past and potential downloaders of free electronic games once again evidences a higher level of recognition of the ANGRY BIRDS mark for electronic games than the general public.

26. Specifically, after adjusting the survey data for mismeasurement or agreement bias, the net level of recognition of the ANGRY BIRDS mark for electronic games among past and potential downloaders of free electronic games is approximately ninety-one percent for past downloaders of free electronic games ( $96.53\% - 5.56\% = 90.97\%$ ) and approximately ninety percent for potential downloaders of free electronic games ( $95.24\% - 5.44\% = 89.80\%$ ) (i.e., the general consuming public). See Exhibit A, Table 18, page 35, and Table 20, page 37.

---

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TABLE 18

PAST DOWNLOADERS OF FREE ELECTRONIC GAMES  
AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q8.0 Within the past month, have you purchased any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=144)
1. Angry Birds	139	96.53
2. Backflip Madness	14	9.72
3. Bejeweled	123	85.42
4. Cut the Rope	70	48.61
5. God of Blades	21	14.58
6. Mini Motor Racing	25	17.36
7. Plants vs. Zombies	73	50.69
8. Ski Safari	14	9.72
9. Wild Blood	4	2.78
10. Pesky Poodles	8	5.56
11. Other unaided electronic games	615	na
12. None	14	9.72

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TABLE 20

POTENTIAL DOWNLOADERS OF FREE ELECTRONIC GAMES  
AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q8.1 Within the next month, are you likely to download for free any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=147)
1. Angry Birds	140	95.24
2. Backflip Madness	14	9.52
3. Bejeweled	122	82.99
4. Cut the Rope	71	48.30
5. God of Blades	23	15.65
6. Mini Motor Racing	27	18.37
7. Plants vs. Zombies	75	51.02
8. Ski Safari	14	9.52
9. Wild Blood	4	2.72
10. Pesky Poodles	8	5.44
11. Other unaided electronic games	628	na
12. None	12	8.16

---

CONCLUSION

27. It is my considered opinion, based upon my education, background, and professional experience, and based upon my review and analysis, that the results of the survey designed to address the issue of fame support a finding that the ANGRY BIRDS mark is famous. Specifically, the survey results provide clear evidence that the ANGRY BIRDS mark is widely

recognized among both the general public and the general consuming public.

#### QUALIFICATIONS

28. I hold a Bachelor's Degree in Advertising (B.A.) from San Jose State University, a Master's Degree in Business Administration (M.B.A.) from the University of Southern California, and a Doctoral Degree in Business Administration (D.B.A.) from the University of Southern California.

29. During my twenty-five year academic appointment, my teaching responsibilities included both graduate and undergraduate level courses in a variety of subject areas. My teaching responsibilities included courses in marketing (e.g., marketing, marketing management, advertising, promotion, consumer behavior, and marketing research) and management (e.g., principles of management; business policy and strategy; business policies, operations, and organizations; and integrated analysis).

30. I am a member of the American Marketing Association (AMA), the American Academy of Advertising (AAA), the American Association of Public Opinion Research (AAPOR), the Council of American Survey Research Organizations (CASRO), and the International Trademark Association (INTA).

31. As a partner with Ford Bubala & Associates, I have been retained by a variety of firms engaged in the consumer product, industrial product, and service sectors of the economy to provide marketing consulting and research services. Approximately one-half of Ford Bubala & Associates' consultancies

in which I have participated have involved the design and execution of marketing research surveys.

32. During the past thirty-eight years, I have been retained in a number of litigation-related consultancies involving intellectual property matters, including matters before federal and state courts, the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office, and the International Trade Commission. I have designed and executed surveys relating to intellectual property matters, including trademark, false advertising, patent, and other related matters. I am familiar with the accepted principles of survey research, as well as the tests for trustworthiness of properly conducted surveys or polls.<sup>13</sup>

33. During the past thirty-three years, I have addressed a variety of groups on the subject of surveys or polls and their use in the measurement of the state of mind of consumers, with respect to Lanham Act matters. Specifically, I have spoken at meetings of the American Bar Association, the American Intellectual Property Law Association, the American Marketing Association, the International Trademark Association, the Marketing Research Association, the Intellectual Property Law Institute of Canada, Marques, and the Practising Law Institute.

34. I have also written on the subject of the design and execution of litigation-related surveys in Lanham Act matters. Attached hereto as Exhibit B is a list of papers and book chapters that I have written since 2003.

---

<sup>13</sup> Supra note 2.

35. Since 1998 I have served as a member of the Editorial Board of The Trademark Reporter, the scholarly legal journal on the subject of trademarks, published by the International Trademark Association.

36. I have been qualified and accepted as an expert in marketing and marketing research in more than sixty (60) trials before federal and state courts and administrative government agencies, including the Trademark Trial and Appeal Board.

37. Attached hereto as Exhibit C is a list of cases in which I have provided trial and/or deposition testimony since 1992.

38. Attached hereto as Exhibit D is a copy of my professional history, describing my qualifications and professional background.

#### MATERIALS CONSIDERED

39. Materials considered in the instant matter include: top one hundred (100) paid and top one hundred (100) free game apps from Google Play Store and iTunes App Store, as of March 11, 2013.

#### COMPENSATION

40. Ford Bubala & Associates' fees for this engagement consist of billable time and expenses. Standard time is billed at the rate of \$500.00 per hour for the services of a Partner and \$250.00 per hour for the services of a Research Associate. Deposition and trial time are billed at the rate of \$600.00 per hour plus expenses.

I declare under penalty of perjury under the laws of the United States of America that the foregoing is true and correct. Executed this 15th day of May, 2013, in Huntington Beach, California.



Dr. Gerald L. Ford

# Exhibit A

## **ford bubala & associates**

Peter's Landing, Suite 211  
16400 Pacific Coast Highway  
Huntington Beach, California 92649  
Telephone (562) 592-4581 / FAX (562) 592-3867



May 15, 2013

TO: J. Michael Keyes, Esq.  
K&L Gates LLP  
618 West Riverside Avenue, Suite 300  
Spokane, WA 99201

FROM: Ford Bubala & Associates

RE: Angry Birds Fame Survey

Enclosed, herein, please find the results of a survey designed to address the issue of fame with respect to the ANGRY BIRDS mark. Specifically, the survey reported herein was designed to measure the degree of recognition, if any, of the ANGRY BIRDS mark for an electronic game among the general public and general consuming public.

Provided in this report is a synopsis of the survey methodology, survey screener and questionnaire, and response frequencies for the survey questions. The Appendix of this report contains a sequential listing of the survey responses, copies of the Supervisor and Interviewer instructions which provide additional details of the survey protocols, and other survey-related background materials.



# ANGRY BIRDS SURVEY

Ford Bubala & Associates  
May, 2013

# ANGRY BIRDS FAME SURVEY

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## APPENDIX

Appendix A: Sequential Listing of Responses

Appendix B: Other Unaided Game Names

Appendix C: Supervisor Instructions

Appendix D: Interviewer Instructions

Appendix E: Sample Disposition Reports

Appendix F: Technical Note

Tab A

## SURVEY SYNOPSIS

### SURVEY BACKGROUND

The report contained, herein, provides the results of a survey designed to address the issue of fame with respect to the ANGRY BIRDS mark. Specifically, the survey reported herein was designed to measure the degree of recognition, if any, of the ANGRY BIRDS mark for an electronic game among the general public and general consuming public.

The survey design utilized in this matter employed an in-treatment control as a measure of the level of mismeasurement or agreement bias in the survey results.

### SAMPLING FRAME AND SAMPLE

This survey employed a random digit telephone protocol. The sample for this survey was based upon a random digit probability sample of telephone numbers drawn from all working telephone exchanges in the continental U.S. for both landlines and cellular telephones. Quotas for completed interviews were established to provide a sample that is representative of the age and gender distribution of the U.S. population 13 years of age and older, based on the U.S. Census.

The survey consisted of approximately four hundred (401) interviews.

### SURVEY UNIVERSE

Generally, respondents qualified for inclusion in the survey were either (1) individuals who live in households with either listed or unlisted landline telephones (the respondent in the household was randomly selected using the next-birthday method), or (2) randomly selected cellular telephone numbers for individuals who receive all or most of their personal calls on a cellular telephone.

## SURVEY RESULTS

The survey results are representative and statistically projectable to all individuals, thirteen (13) years of age or older, in households in the continental U.S. who have a working landline telephone or receive all or most of their personal calls on a cellular telephone.

## SURVEY METHODOLOGICAL PROCEDURES

The survey sample selection, questions, questionnaire design, and interviewing procedures employed in this fame survey were designed in accordance with the generally accepted standards and procedures in the field of surveys. The survey was also designed to meet the criteria for survey trustworthiness detailed by the Federal Judicial Center's Manual for Complex Litigation, Fourth.

The fame survey conducted in this matter was administered under a double-blind protocol. Specifically, not only were the respondents not informed as to the purpose or sponsor of the survey, but similarly, both the survey's supervisors and interviewers were not informed as to the purpose or sponsor of the survey.

Interviewing, data gathering, and response recordation were carried out, under the direction of Ford Bubala & Associates, by interviewers employed by an independent professional interviewing organization. The Project Director working on this study was personally trained by a representative of Ford Bubala & Associates in the survey design, procedures, and related protocols. In addition, approximately fifty-eight percent (57.86%) of the study interviews were validated by the survey's Supervisors' telephone monitoring of the interviews while they were being conducted or by telephone callback; and Ford Bubala & Associates also conducted validation via telephone callback of an additional approximately twenty-one percent (20.70%) of the interviews in the study. Net, unduplicated validation totaled approximately seventy-seven percent (77.31%). This level of validation exceeds industry standards. None of the interviews failed to validate.

The Appendix of this report contains a sequential listing of the survey responses, copies of the Supervisor and Interviewer Instructions which provide additional details of the survey protocols, and other survey-related materials.

#### SURVEY RESEARCH DESIGN/TABULATION/ANALYSIS

Ford Bubala & Associates  
16400 Pacific Coast Highway  
Suite 211  
Huntington Beach, California 92649

Dr. Gerald L. Ford

#### PROFESSIONAL INTERVIEWING SERVICE

Issues & Answers  
5151 Bonney Road  
Virginia Beach, Virginia 23462

#### RANDOM DIGIT LANDLINE AND CELLULAR TELEPHONE SAMPLE

Survey Sampling, Inc. LLC  
6 Research Drive  
Shelton, Connecticut 06484

#### INTERVIEWING DATES

March 28 through April 5, 2013

Tab B



ANGRY BIRDS FAME SURVEY  
SCREENER AND QUESTIONNAIRE

SCREENER - LANDLINE

**INTRODUCTION**

Hello. My name is \_\_\_\_\_, with Issues & Answers, a marketing research company. We are conducting a brief opinion survey. This is not a sales or telemarketing call.

So that we can get a mix of individuals from various households, may I please speak to the (gender/age) in your household who will have the next birthday?

**IF SPEAKING, GO TO --> Q1.0.**

**IF TRANSFERRED:**

Hello. My name is \_\_\_\_\_, with Issues & Answers, a marketing research company. We are conducting a brief opinion survey. This is not a sales or telemarketing call.

Are you the (gender/age) in your household who will have the next birthday?

**IF 'YES,' GO TO --> Q1.0.**

**IF 'NO,' ASK FOR THAT PERSON AND BEGIN AGAIN AT 'IF TRANSFERRED.'**

**IF 'NOT HOME/AVAILABLE,' ASK:**

When would be a good time to call back, and who should I ask for?

**RECORD NAME AND SUGGESTED CALLBACK TIME.**

**IF CALLBACK:**

May I please speak to INSERT RESPONDENT'S NAME.

**IF/WHEN SPEAKING, CONTINUE.**

Hello. My name is \_\_\_\_\_, with Issues & Answers, a marketing research company. We are conducting a brief opinion survey. This is not a sales or telemarketing call.

Are you the (gender/age) in your household who will have the next birthday?

**IF 'YES,' GO TO --> Q1.0.**

**IF 'NO,' ASK FOR THAT PERSON AND BEGIN AGAIN AT 'IF TRANSFERRED.'**

-----

1.0 Before I continue, I need to tell you that our supervisors periodically monitor these interviews for quality and courtesy.

**RECORD WITH AN 'X.'**

\_\_\_\_\_1. advised respondent about monitoring **CONTINUE.**

2.0 For classification purposes only, would you please tell me,  
into which of the following categories does your age fall?  
**READ LIST. RECORD RESPONSE WITH AN 'X.'**

- ☐ 1. under 13 **TERMINATE.**
  - ☐ 2. 13 to 17
  - ☐ 3. 18 to 34
  - ☐ 4. 35 to 49
  - ☐ 5. 50 or above
  - ☐ 6. refused **DO NOT READ. TERMINATE.**
- CONTINUE.**

3.0 **RECORD GENDER BY OBSERVATION:**

- ☐ 1. male
- ☐ 2. female

## QUESTIONNAIRE

In a moment, I am going to ask you some questions about the names of electronic games. By electronic games, I mean games that can be played on smartphones, tablets, and other electronic devices.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

- 4.0 Now, thinking about electronic games ...**PAUSE...**  
would you please tell me the names of electronic games you can think of?  
**RECORD RESPONSES.**

---

IF NONE, GO TO --> Q5.1;  
OTHERWISE, CONTINUE.

- 4.1 What other names of electronic games, if any, can you think of?  
**RECORD RESPONSES.**

---

CONTINUE.

- 5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...**PAUSE...**  
Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1?  
**RECORD RESPONSES WITH AN 'X.'**  
**RANDOMIZE LIST.**

	<u>Yes</u>	<u>No</u>	<u>DK</u>
- ANGRY BIRDS? . . . . .	____ 1.	____ 2.	____ 3.
- PLANTS VS. ZOMBIES?. . . . .	____ 1.	____ 2.	____ 3.
- BEJEWELED? . . . . .	____ 1.	____ 2.	____ 3.
- BACKFLIP MADNESS?. . . . .	____ 1.	____ 2.	____ 3.
- WILD BLOOD?. . . . .	____ 1.	____ 2.	____ 3.
- CUT THE ROPE?. . . . .	____ 1.	____ 2.	____ 3.
- SKI SAFARI?. . . . .	____ 1.	____ 2.	____ 3.
- MINI MOTOR RACING? . . . . .	____ 1.	____ 2.	____ 3.
- GOD OF BLADES? . . . . .	____ 1.	____ 2.	____ 3.
- PESKY POODLES? . . . . .	____ 1.	____ 2.	____ 3.

GO TO --> Q6.0.

- 5.1 I am going to read you some names that may or may not be names used for electronic games ...**PAUSE...**  
Have you ever heard of READ LIST ?  
**RECORD RESPONSES WITH AN 'X.'**  
**RANDOMIZE LIST.**

	<u>Yes</u>	<u>No</u>	<u>DK</u>
- ANGRY BIRDS? . . . . .	____1.	____2.	____3.
- PLANTS VS. ZOMBIES?. . .	____1.	____2.	____3.
- BEJEWELED? . . . . .	____1.	____2.	____3.
- BACKFLIP MADNESS?. . . .	____1.	____2.	____3.
- WILD BLOOD?. . . . .	____1.	____2.	____3.
- CUT THE ROPE?. . . . .	____1.	____2.	____3.
- SKI SAFARI?. . . . .	____1.	____2.	____3.
- MINI MOTOR RACING? . . .	____1.	____2.	____3.
- GOD OF BLADES? . . . . .	____1.	____2.	____3.
- PESKY POODLES? . . . . .	____1.	____2.	____3.

**CONTINUE.**

- 6.0 Within the past month, have you played any electronic games?  
**RECORD RESPONSE WITH AN 'X.'**

____1. yes	}	<b>CONTINUE.</b>
____2. no		
____3. don't know		

- 6.1 Within the next month, are you likely to play any electronic games?  
**RECORD RESPONSE WITH AN 'X.'**

____1. yes	}	<b>CONTINUE.</b>
____2. no		
____3. don't know		

- 7.0 Within the past month, have you purchased any electronic games?  
**RECORD RESPONSE WITH AN 'X.'**

____1. yes	}	<b>CONTINUE.</b>
____2. no		
____3. don't know		

- 7.1 Within the next month, are you likely to purchase any electronic games?  
**RECORD RESPONSE WITH AN 'X.'**

____1. yes	}	<b>CONTINUE.</b>
____2. no		
____3. don't know		

- 8.0 Within the past month, have you downloaded for free any electronic games?

**RECORD RESPONSE WITH AN 'X.'**

\_\_\_\_\_ 1. yes  
 \_\_\_\_\_ 2. no  
 \_\_\_\_\_ 3. don't know

**CONTINUE.**

- 8.1 Within the next month, are you likely to download for free any electronic games?

**RECORD RESPONSE WITH AN 'X.'**

\_\_\_\_\_ 1. yes  
 \_\_\_\_\_ 2. no  
 \_\_\_\_\_ 3. don't know

**CONTINUE.**

**VERIFICATION:**

Finally, may I please have your name? This information is so that my Supervisor can verify a portion of my work. If you are contacted, it will only be to confirm that I conducted this interview and for no other reason.

Respondent Name: \_\_\_\_\_

Verify/Confirm Telephone Number: \_\_ (\_\_\_\_) \_\_\_\_\_

**THANK RESPONDENT.**

Interviewer Certification:

I hereby certify that the information contained on this Screener/Questionnaire is a true and accurate record of this respondent's comments as they were given to me.

\_\_\_\_\_  
Interviewer's signature

\_\_\_\_\_  
Date

Supervisor Validation (Telephone Monitoring Validation)

I hereby certify that I validated by personally monitoring, by telephone, the questions and responses to the next-birthday question through question 3.0.

\_\_\_\_\_  
Supervisor's signature

Supervisor Validation (Telephone Callback Validation)

I hereby certify that I validated this interview by recontacting the named respondent and by confirming the respondent's participation in the survey and the respondent's answers to the next-birthday question through question 3.0.

\_\_\_\_\_  
Supervisor's signature

Supervisor Validation Quality Control Telephone Monitoring

I hereby certify that I personally monitored, by telephone, the questions and responses to questions 4.0 through 8.1.

\_\_\_\_\_  
Supervisor's signature

SCREENER - CELL PHONE

**INTRODUCTION**

Hello. My name is \_\_\_\_\_, with Issues & Answers, a marketing research company. We are conducting a brief opinion survey. This is not a sales or telemarketing call.

- 
- 1.0 For classification purposes only, would you please tell me, into which of the following categories does your age fall?  
**READ LIST. RECORD RESPONSE WITH AN 'X.'**

\_\_\_\_\_ 1. under 13 **TERMINATE (INELIGIBLE).**

\_\_\_\_\_ 2. 13 to 17 \_\_\_\_\_

\_\_\_\_\_ 3. 18 to 34 \_\_\_\_\_

\_\_\_\_\_ 4. 35 to 49 \_\_\_\_\_

\_\_\_\_\_ 5. 50 or above \_\_\_\_\_

**IF 13 OR OLDER AND AGE/GENDER  
QUOTA NOT FILLED, CONTINUE.  
IF 13 OR OLDER AND AGE/GENDER  
QUOTA FILLED, TERMINATE  
(INELIGIBLE).**

\_\_\_\_\_ 6. refused **DO NOT READ. TERMINATE.**

- 1.1 **RECORD GENDER BY OBSERVATION.**

\_\_\_\_\_ 1. male

\_\_\_\_\_ 2. female

- 2.0 Do you receive all or most of your personal calls on this telephone?  
**RECORD RESPONSE WITH AN 'X.'**

\_\_\_\_\_ 1. yes **CONTINUE.**

\_\_\_\_\_ 2. no/don't know **TERMINATE.**

- 3.0 Before I continue, I need to tell you that our supervisors periodically monitor these interviews for quality and courtesy.  
**RECORD WITH AN 'X.'**

\_\_\_\_\_ 1. advised respondent about monitoring **CONTINUE.**

## QUESTIONNAIRE

In a moment, I am going to ask you some questions about the names of electronic games. By electronic games, I mean games that can be played on smartphones, tablets, and other electronic devices.

Please understand that we are only interested in your opinions; and if you don't have an opinion or don't know the answer to a question, that is an acceptable answer.

- 4.0 Now, thinking about electronic games ...**PAUSE**...  
would you please tell me the names of electronic games you can think of?  
**RECORD RESPONSES.**

---

**IF NONE, GO TO --> Q5.1;  
OTHERWISE, CONTINUE.**

- 4.1 What other names of electronic games, if any, can you think of?  
**RECORD RESPONSES.**

---

**CONTINUE.**

- 5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...**PAUSE**...  
Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1?  
**RECORD RESPONSES WITH AN 'X.'**  
**RANDOMIZE LIST.**

	<u>Yes</u>	<u>No</u>	<u>DK</u>
- ANGRY BIRDS? . . . . .	____ 1.	____ 2.	____ 3.
- PLANTS VS. ZOMBIES? . . . . .	____ 1.	____ 2.	____ 3.
- BEJEWELED? . . . . .	____ 1.	____ 2.	____ 3.
- BACKFLIP MADNESS? . . . . .	____ 1.	____ 2.	____ 3.
- WILD BLOOD? . . . . .	____ 1.	____ 2.	____ 3.
- CUT THE ROPE? . . . . .	____ 1.	____ 2.	____ 3.
- SKI SAFARI? . . . . .	____ 1.	____ 2.	____ 3.
- MINI MOTOR RACING? . . . . .	____ 1.	____ 2.	____ 3.
- GOD OF BLADES? . . . . .	____ 1.	____ 2.	____ 3.
- PESKY POODLES? . . . . .	____ 1.	____ 2.	____ 3.

**GO TO --> Q6.0.**



- 5.1 I am going to read you some names that may or may not be names used for electronic games ...**PAUSE...**  
Have you ever heard of READ LIST ?  
**RECORD RESPONSES WITH AN 'X.'**  
**RANDOMIZE LIST.**

	<u>Yes</u>	<u>No</u>	<u>DK</u>
- ANGRY BIRDS? . . . . .	____1.	____2.	____3.
- PLANTS VS. ZOMBIES?. . .	____1.	____2.	____3.
- BEJEWELED? . . . . .	____1.	____2.	____3.
- BACKFLIP MADNESS?. . . .	____1.	____2.	____3.
- WILD BLOOD?. . . . .	____1.	____2.	____3.
- CUT THE ROPE?. . . . .	____1.	____2.	____3.
- SKI SAFARI?. . . . .	____1.	____2.	____3.
- MINI MOTOR RACING? . . .	____1.	____2.	____3.
- GOD OF BLADES? . . . . .	____1.	____2.	____3.
- PESKY POODLES? . . . . .	____1.	____2.	____3.

**CONTINUE.**

- 6.0 Within the past month, have you played any electronic games?  
**RECORD RESPONSE WITH AN 'X.'**

____1. yes	}	<b>CONTINUE.</b>
____2. no		
____3. don't know		

- 6.1 Within the next month, are you likely to play any electronic games?  
**RECORD RESPONSE WITH AN 'X.'**

____1. yes	}	<b>CONTINUE.</b>
____2. no		
____3. don't know		

- 7.0 Within the past month, have you purchased any electronic games?  
**RECORD RESPONSE WITH AN 'X.'**

____1. yes	}	<b>CONTINUE.</b>
____2. no		
____3. don't know		

- 7.1 Within the next month, are you likely to purchase any electronic games?  
**RECORD RESPONSE WITH AN 'X.'**

____1. yes	}	<b>CONTINUE.</b>
____2. no		
____3. don't know		

8.0 Within the past month, have you downloaded for free any electronic games?

**RECORD RESPONSE WITH AN 'X.'**

\_\_\_\_\_ 1. yes  
 \_\_\_\_\_ 2. no  
 \_\_\_\_\_ 3. don't know

**CONTINUE.**

8.1 Within the next month, are you likely to download for free any electronic games?

**RECORD RESPONSE WITH AN 'X.'**

\_\_\_\_\_ 1. yes  
 \_\_\_\_\_ 2. no  
 \_\_\_\_\_ 3. don't know

**CONTINUE.**

**VERIFICATION:**

Finally, may I please have your name? This information is so that my Supervisor can verify a portion of my work. If you are contacted, it will only be to confirm that I conducted this interview and for no other reason.

Respondent Name: \_\_\_\_\_

Verify/Confirm Telephone Number: \_\_ (\_\_\_\_) \_\_\_\_\_

**THANK RESPONDENT.**

Interviewer Certification:

I hereby certify that the information contained on this Screener/Questionnaire is a true and accurate record of this respondent's comments as they were given to me.

\_\_\_\_\_  
Interviewer's signature

\_\_\_\_\_  
Date

Supervisor Validation (Telephone Monitoring Validation)

I hereby certify that I validated by personally monitoring, by telephone, the questions and responses to question 1.0 through question 2.0.

\_\_\_\_\_  
Supervisor's signature

Supervisor Validation (Telephone Callback Validation)

I hereby certify that I validated this interview by recontacting the named respondent and by confirming the respondent's participation in the survey and the respondent's answers to question 1.0 through question 2.0.

\_\_\_\_\_  
Supervisor's signature

Supervisor Validation Quality Control Telephone Monitoring

I hereby certify that I personally monitored, by telephone, the questions and responses to questions 4.0 through 8.1.

\_\_\_\_\_  
Supervisor's signature

Tab C

ANGRY BIRDS FAME SURVEY

GENERAL PUBLIC

Tab 1

TABLE 1

## UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?

---



---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. Angry Birds	127	31.67
2. Backflip Madness	--	--
3. Bejeweled	25	6.23
4. Cut the Rope	5	1.25
5. God of Blades	--	--
6. Mini Motor Racing	--	--
7. Plants vs. Zombies	2	0.50
8. Ski Safari	--	--
9. Wild Blood	--	--
10. Call of Duty franchise	39	9.73
11. Fruit Ninja	25	6.23
12. Mario franchise	32	7.98
13. Solitaire	29	7.23
14. Temple Run franchise	42	10.47
15. Words with Friends	36	8.98
16. Pesky Poodles	--	--
17. Other unaided electronic games <sup>1</sup>	803	na
18. None	121	30.17

---

<sup>1</sup> No other electronic game mark accounted for more than 5.0%. See Appendix B.

Tab 2

TABLE 2

## UNAIDED AND AIDED RECOGNITION OF ELECTRONIC GAMES

- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

---



---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. Angry Birds	351	87.53
2. Backflip Madness	20	4.99
3. Bejeweled	253	63.09
4. Cut the Rope	107	26.68
5. God of Blades	31	7.73
6. Mini Motor Racing	51	12.72
7. Plants vs. Zombies	131	32.67
8. Ski Safari	25	6.23
9. Wild Blood	7	1.75
10. Pesky Poodles	13	3.24
11. Other unaided electronic games	1,006	na



Tab D

ANGRY BIRDS FAME SURVEY  
GENERAL ELECTRONIC GAME-PLAYING PUBLIC

Tab 3

TABLE 3

## PAST PLAYERS OF ELECTRONIC GAMES

Q6.0 Within the past month, have you played any electronic games?

---



---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. Yes	206	51.37
2. No	195	48.63
3. Don't know	--	---
Total	<u>401</u>	<u>100.00</u>

Tab 4

TABLE 4

## POTENTIAL PLAYERS OF ELECTRONIC GAMES

Q6.1 Within the next month, are you likely to play any electronic games?

---



---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. Yes	201	50.12
2. No	191	47.63
3. Don't know	9	2.24
Total	<u>401</u>	<u>100.00</u>

Note: Total on this and all subsequent tables may not be exactly 100.00 percent, due to rounding.

Tab 5

TABLE 5

## PAST PLAYERS OF ELECTRONIC GAMES

## UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q6.0 Within the past month, have you played any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?

---



---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=206)
1. Angry Birds	91	44.17
2. Backflip Madness	--	--
3. Bejeweled	22	10.68
4. Cut the Rope	5	2.43
5. God of Blades	--	--
6. Mini Motor Racing	--	--
7. Plants vs. Zombies	2	0.97
8. Ski Safari	--	--
9. Wild Blood	--	--
10. Call of Duty franchise	28	13.59
11. Fruit Ninja	21	10.19
12. Mario franchise	22	10.68
13. Solitaire	21	10.19
14. Temple Run franchise	35	16.99
15. Words with Friends	32	15.53
16. Pesky Poodles	--	--
17. Other unaided electronic games	664	na
18. None	16	7.77



Tab 6

TABLE 6

## PAST PLAYERS OF ELECTRONIC GAMES

## AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q6.0 Within the past month, have you played any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=206)
1. Angry Birds	200	97.09
2. Backflip Madness	13	6.31
3. Bejeweled	169	82.04
4. Cut the Rope	83	40.29
5. God of Blades	23	11.17
6. Mini Motor Racing	34	16.50
7. Plants vs. Zombies	94	45.63
8. Ski Safari	15	7.28
9. Wild Blood	4	1.94
10. Pesky Poodles	8	3.88
11. Other unaided electronic games	823	na
12. None	16	7.77

---

**Tab 7**

TABLE 7

## POTENTIAL PLAYERS OF ELECTRONIC GAMES

## UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q6.1 Within the next month, are you likely to play any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?

---



---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=201)
1. Angry Birds	87	43.28
2. Backflip Madness	--	--
3. Bejeweled	19	9.45
4. Cut the Rope	5	2.49
5. God of Blades	--	--
6. Mini Motor Racing	--	--
7. Plants vs. Zombies	2	1.00
8. Ski Safari	--	--
9. Wild Blood	--	--
10. Call of Duty franchise	28	13.93
11. Fruit Ninja	20	9.95
12. Mario franchise	25	12.44
13. Solitaire	19	9.45
14. Temple Run franchise	34	16.92
15. Words with Friends	31	15.42
16. Pesky Poodles	--	--
17. Other unaided electronic games	665	na
18. None	18	8.96

Tab 8

TABLE 8

## POTENTIAL PLAYERS OF ELECTRONIC GAMES

## AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q6.1 Within the next month, are you likely to play any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

---



---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=201)
1. Angry Birds	194	96.52
2. Backflip Madness	16	7.96
3. Bejeweled	164	81.59
4. Cut the Rope	82	40.80
5. God of Blades	26	12.94
6. Mini Motor Racing	35	17.41
7. Plants vs. Zombies	90	44.78
8. Ski Safari	16	7.96
9. Wild Blood	4	1.99
10. Pesky Poodles	9	4.48
11. Other unaided electronic games	822	na
12. None	18	8.96

Tab E

ANGRY BIRDS FAME SURVEY  
GENERAL ELECTRONIC GAME-PURCHASING PUBLIC



Tab 9

TABLE 9

## PAST PURCHASERS OF ELECTRONIC GAMES

Q7.0 Within the past month, have you purchased any electronic games?

---



---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. Yes	59	14.71
2. No	338	84.29
3. Don't know	4	1.00
Total	<u>401</u>	<u>100.00</u>

Tab 10

TABLE 10

## POTENTIAL PURCHASERS OF ELECTRONIC GAMES

Q7.1 Within the next month, are you likely to purchase any electronic games?

---



---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. Yes	59	14.71
2. No	315	78.55
3. Don't know	27	6.73
Total	<u>401</u>	<u>100.00</u>

Tab 11

TABLE 11

## PAST PURCHASERS OF ELECTRONIC GAMES

## UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q7.0 Within the past month, have you purchased any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?

---



---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=59)
1. Angry Birds	23	38.98
2. Backflip Madness	--	--
3. Bejeweled	8	13.56
4. Cut the Rope	3	5.08
5. God of Blades	--	--
6. Mini Motor Racing	--	--
7. Plants vs. Zombies	2	3.39
8. Ski Safari	--	--
9. Wild Blood	--	--
10. Call of Duty franchise	11	18.64
11. Fruit Ninja	8	13.56
12. Mario franchise	10	16.95
13. Solitaire	8	13.56
14. Temple Run franchise	8	13.56
15. Words with Friends	9	15.25
16. Pesky Poodles	--	--
17. Other unaided electronic games	243	na
18. None	6	10.17

Tab 12

TABLE 12

## PAST PURCHASERS OF ELECTRONIC GAMES

## AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q7.0 Within the past month, have you purchased any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

---



---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=59)
1. Angry Birds	56	94.92
2. Backflip Madness	5	8.47
3. Bejeweled	51	86.44
4. Cut the Rope	26	44.07
5. God of Blades	13	22.03
6. Mini Motor Racing	11	18.64
7. Plants vs. Zombies	32	54.24
8. Ski Safari	6	10.17
9. Wild Blood	4	6.78
10. Pesky Poodles	3	5.08
11. Other unaided electronic games	297	na
12. None	6	10.17



Tab 13

TABLE 13

## POTENTIAL PURCHASERS OF ELECTRONIC GAMES

## UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q7.1 Within the next month, are you likely to purchase any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?

---



---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=59)
1. Angry Birds	23	38.98
2. Backflip Madness	--	--
3. Bejeweled	8	13.56
4. Cut the Rope	3	5.08
5. God of Blades	--	--
6. Mini Motor Racing	--	--
7. Plants vs. Zombies	2	3.39
8. Ski Safari	--	--
9. Wild Blood	--	--
10. Call of Duty franchise	10	16.95
11. Fruit Ninja	9	15.25
12. Mario franchise	8	13.56
13. Solitaire	6	10.17
14. Temple Run franchise	10	16.95
15. Words with Friends	10	16.95
16. Pesky Poodles	--	--
17. Other unaided electronic games	255	na
18. None	7	11.86

Tab 14

TABLE 14

## POTENTIAL PURCHASERS OF ELECTRONIC GAMES

## AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q7.1 Within the next month, are you likely to purchase any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

---



---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=59)
1. Angry Birds	56	94.92
2. Backflip Madness	6	10.17
3. Bejeweled	51	86.44
4. Cut the Rope	31	52.54
5. God of Blades	12	20.34
6. Mini Motor Racing	13	22.03
7. Plants vs. Zombies	35	59.32
8. Ski Safari	6	10.17
9. Wild Blood	3	5.08
10. Pesky Poodles	6	10.17
11. Other unaided electronic games	308	na
12. None	7	11.86

Tab F

ANGRY BIRDS FAME SURVEY  
GENERAL FREE ELECTRONIC GAME-DOWNLOADING PUBLIC

Tab 15

TABLE 15

## PAST DOWNLOADERS OF FREE ELECTRONIC GAMES

Q8.0 Within the past month, have you downloaded for free any electronic games?

---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. Yes	144	35.91
2. No	253	63.09
3. Don't know	4	1.00
Total	<u>401</u>	<u>100.00</u>



Tab 16

TABLE 16

## POTENTIAL DOWNLOADERS OF FREE ELECTRONIC GAMES

Q8.1 Within the next month, are you likely to download for free any electronic games?

---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. Yes	147	36.66
2. No	235	58.60
3. Don't know	19	4.74
Total	<u>401</u>	<u>100.00</u>

Tab 17

TABLE 17

## PAST DOWNLOADERS OF FREE ELECTRONIC GAMES

## UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q8.0 Within the past month, have you downloaded for free any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?

---



---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=144)
1. Angry Birds	59	40.97
2. Backflip Madness	--	--
3. Bejeweled	10	6.94
4. Cut the Rope	4	2.78
5. God of Blades	--	--
6. Mini Motor Racing	--	--
7. Plants vs. Zombies	1	0.69
8. Ski Safari	--	--
9. Wild Blood	--	--
10. Call of Duty franchise	20	13.89
11. Fruit Ninja	17	11.81
12. Mario franchise	18	12.50
13. Solitaire	11	7.64
14. Temple Run franchise	27	18.75
15. Words with Friends	18	12.50
16. Pesky Poodles	--	--
17. Other unaided electronic games	569	na
18. None	14	9.72

Tab 18

TABLE 18

## PAST DOWNLOADERS OF FREE ELECTRONIC GAMES

## AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q8.0 Within the past month, have you purchased any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

---



---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=144)
1. Angry Birds	139	96.53
2. Backflip Madness	14	9.72
3. Bejeweled	123	85.42
4. Cut the Rope	70	48.61
5. God of Blades	21	14.58
6. Mini Motor Racing	25	17.36
7. Plants vs. Zombies	73	50.69
8. Ski Safari	14	9.72
9. Wild Blood	4	2.78
10. Pesky Poodles	8	5.56
11. Other unaided electronic games	680	na
12. None	14	9.72

Tab 19

TABLE 19

## POTENTIAL DOWNLOADERS OF FREE ELECTRONIC GAMES

## UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q8.1 Within the next month, are you likely to download for free any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?

---



---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=147)
1. Angry Birds	67	45.58
2. Backflip Madness	--	--
3. Bejeweled	14	9.52
4. Cut the Rope	4	2.72
5. God of Blades	--	--
6. Mini Motor Racing	--	--
7. Plants vs. Zombies	2	1.36
8. Ski Safari	--	--
9. Wild Blood	--	--
10. Call of Duty franchise	19	12.93
11. Fruit Ninja	19	12.93
12. Mario franchise	20	13.61
13. Solitaire	11	7.48
14. Temple Run franchise	28	19.05
15. Words with Friends	20	13.61
16. Pesky Poodles	--	--
17. Other unaided electronic games	578	na
18. None	12	8.16



Tab 20

TABLE 20

## POTENTIAL DOWNLOADERS OF FREE ELECTRONIC GAMES

## AIDED AND UNAIDED RECOGNITION OF ELECTRONIC GAMES

- Q8.1 Within the next month, are you likely to download for free any electronic games? [Yes]
- Q4.0 Now, thinking about electronic games ...PAUSE... Would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games ...PAUSE... Have you ever heard of READ LIST ?

---



---

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=147)
1. Angry Birds	140	95.24
2. Backflip Madness	14	9.52
3. Bejeweled	122	82.99
4. Cut the Rope	71	48.30
5. God of Blades	23	15.65
6. Mini Motor Racing	27	18.37
7. Plants vs. Zombies	75	51.02
8. Ski Safari	14	9.52
9. Wild Blood	4	2.72
10. Pesky Poodles	8	5.44
11. Other unaided electronic games	695	na
12. None	12	8.16

Tab G

ANGRY BIRDS FAME SURVEY  
RESPONDENT CHARACTERISTICS

Tab 21

TABLE 21

## AGE DISTRIBUTION OF RESPONDENTS

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. 13 to 17	40	9.98
2. 18 to 34	88	21.95
3. 35 to 49	185	46.13
4. 50 or above	88	21.95
Total	401	100.00

Tab 22

TABLE 22

## GENDER DISTRIBUTION OF RESPONDENTS

<u>Response Categories</u>	<u>Response Distribution</u>	
	<u>Number</u>	<u>Percent</u> (n=401)
1. Male	201	50.12
2. Female	200	49.88
Total	401	100.00



## APPENDIX

# Appendix A

## APPENDIX A

### SEQUENTIAL LISTING OF SURVEY RESPONSES

## APPENDIX A

### SEQUENTIAL LISTING OF SURVEY RESPONSES

#### SURVEY QUESTIONS

- Q4.0 Now, thinking about electronic games...would you please tell me the names of electronic games you can think of?
- Q4.1 What other names of electronic games, if any, can you think of?
- Q5.0 Now, I am going to read you some additional names that may or may not be names used for electronic games...have you ever heard of INSERT NAME(S) NOT MENTIONED IN Q4.0 OR Q4.1 ?
- Q5.1 I am going to read you some names that may or may not be names used for electronic games...have you ever heard of READ LIST ?
- Q6.0 Within the past month, have you played any electronic games?
- Q6.1 Within the next month, are you likely to play any electronic games?
- Q7.0 Within the past month, have you purchased any electronic games?
- Q7.1 Within the next month, are you likely to purchase any electronic games?
- Q8.0 Within the past month, have you downloaded for free any electronic games?
- Q8.1 Within the next month, are you likely to download for free any electronic games?

## APPENDIX A

### SEQUENTIAL LISTING OF SURVEY RESPONSES

RESP_ID	015743
Phone type	Landline
Age	18 to 34
Gender	Male
Q4.0	[Names of electronic games]
Q4.0	Uh, hmm, Angry Birds, Flow, Temple Run, Subway Surfer. Those are the big ones I can think of right now.
Q4.1	[Other names of electronic games]
Q4.1	Pokémon, Skyrim, Call of Duty, Halo, Left 4 Dead, Mass Effect, Tomb Raider, Age of Empires, StarCraft, World of Warcraft, Little Big Planet, Need for Speed, Forza Motorsport, NBA 2K, Madden, Knights of the Old Republic, Metroid Prime, Super Mario Sunshine, Super Mario Kart, Super Mario Kart Double Dash, Legend of Zelda: Wind Waker, Legend of Zelda: Ocarina of Time, Legend of Zelda: Oracle of Seasons, Pikmin, Pikmin 2. That's all I can think of off the top of my head.
Q5.0/5.1	Backflip Madness: No.
	Bejeweled: Yes.
	Cut the Rope: No.
	God of Blades: No.
	Mini Motor Racing: No.
	Plants vs. Zombies: Yes.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	Yes.
Q6.1	[Likely to play electronic games in next month]
Q6.1	Yes.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	Yes.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	Yes.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	Yes.

RESP\_ID 015751  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, no, my sister is, be, playing with my phone, uh, no.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 015766  
 Phone type Landline  
 Age 13 to 17  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, um, Subways Surfers, Black Ops, Call of Duty, Modern Warfare, um, Assassin Creed. Um, Grand Theft Auto, um, hum, I don't know.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Oh, yes, Super Mario Brothers, what else.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: Yes.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 015769  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I have no clue I'm not into electronic games.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 015780  
 Phone type Landline  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, yeah, I mean to think of or have anything to do with, oh Lord, there are so many but I don't really know very many I don't pay attention to I uh, uh, I don't know any, uh, one I will sometimes play is essentially Mahjong. Stuff like that old fashioned. I don't do a lot like that.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 015788  
 Phone type Landline  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, like you play on your phone? Angry Birds, Bejeweled, Candy Crush, Bubble Blaster.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, oh goodness, FarmVille, Fish Kingdom. Not sure about many others.  
 Q5.0/5.1 Backflip Madness: No.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 015794  
 Phone type Landline  
 Age 13 to 17  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, for console or iPods? Like Call of Duty, Halo, Super Mario Brothers, Super Mario, Smash Brothers, Flow, Angry Birds.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Legend of Zelda, 007, Donkey Kong, Madden Series football games. That's all I can think of, that's it.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.



RESP\_ID 015824  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Words with Friends, Hanging with Friends, Pictionary, Draw Something.  
 Is it just games? Instagram, Facebook, Twitter, Tiki. That's all I  
 can think of.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I am not just, not that much of a game person. I can't think of any  
 right now, sorry.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 015871  
 Phone type Landline  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Oh, the only thing I play on the computer is Spider Solitaire.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Well, other games. Uh, do my kids play, um, I just don't think of any  
 other games.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 015886  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Battlefield 4, Call of Duty, Madden Football.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, those are just the games my kids play so those are the ones I know, that's it.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: Yes.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 015895  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I'm trying to think, you mean, Atari, Nintendo stuff like. I don't know any actually.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016025  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 The Simpsons Tapped Out, The Simpsons Trivia quiz.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Candy Crush, FarmVille, CityVille.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 016033  
 Phone type Landline  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, no.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016046  
 Phone type Cell phone  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Electronic games, you know that I really don't have an opinion on that.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016053  
 Phone type Cell phone  
 Age 13 to 17  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 2K13, Jetpack Joyride, Temple Run 1 and 2, that's pretty much it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I don't really know, I don't play a lot.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 016107  
 Phone type Landline  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Like apps for an iPod, is that what your thinking of? I play, um, Fruit Ninja, Glass Tower 2, Bejeweled. That's about it on the iPod. I also play PlayStation 3. We play Black Ops and Red Dead Redemption and that's about it on those.  
 Q4.1 [Other names of electronic games]  
 Q4.1 The PlayStation 3 and like the iPod touch and those games are what I play on.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Don't know.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 016110  
 Phone type Cell phone  
 Age 13 to 17  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't like to play games.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016150  
 Phone type Landline  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, Fruit Ninja.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Mario.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016154  
 Phone type Landline  
 Age 13 to 17  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't really know.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016159  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I have no idea. I don't know any games on a tablet.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016182  
 Phone type Landline  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Minecraft, games like that, um, I don't really know.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, no I don't really play anything.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 016202  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Pac-Man.  
 Q5.0/5.1 Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: Yes.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: Yes.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 016204  
 Phone type Cell phone  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, I really don't play those kind of things.  
 Q5.0/5.1 Angry Birds: Yes.  
           Backflip Madness: No.  
           Bejeweled: No.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.



RESP\_ID 016226  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Temple Run. You mean games like, ah, Modern Warfare 3, Zombie Wars.  
 I can't think of anything else now.  
 Q4.1 [Other names of electronic games]  
 Q4.1 No, I'm not into all that stuff. My kid plays all that.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 016253  
 Phone type Landline  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, college football, soccer, Madden Football.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, let me, um, FIFA, NBA, soccer, Tiger Wood Golf, Midnight Club.  
 Um, that all I can think right now.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 016289  
 Phone type Landline  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, I'm just not into it so, no, I don't have an answer for you.  
 Q5.0/5.1 Angry Birds: Yes.  
           Backflip Madness: No.  
           Bejeweled: No.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016303  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't know any.  
 Q5.0/5.1 Angry Birds: Yes.  
           Backflip Madness: No.  
           Bejeweled: No.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016306  
 Phone type Landline  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 No I cannot.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016308  
 Phone type Landline  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Electronic games I can think of? Like uh, Words with Friends, Candy Cruncher, Bubbles, FarmVille, CityVille.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, what is that called, um Zuma, Bejeweled, Jewel Quest, I play that one a lot.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: Yes.  
 Cut the Rope: Yes.  
 God of Blades: Yes.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: Yes.  
 Ski Safari: Yes.  
 Wild Blood: No.  
 Pesky Poodles: Yes.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 016345  
 Phone type Landline  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Halo 4, Rock Band.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I can't think of any.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016397  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Fallout 3, Elder Scrolls, The Sims, Angry Birds, Super Mario.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Halo, Call of Duty, Grand Theft Auto, Need For Speed, Crackdown.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: Yes.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 016422  
 Phone type Landline  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 None.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: 3  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: Yes.  
 Ski Safari: Yes.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Don't know.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Don't know.

RESP\_ID 016429  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Black Ops, Angry Birds.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Uh, Mind Bender, I don't know.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016459  
 Phone type Landline  
 Age 13 to 17  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, Team Fortress 2, Sid Meier's Civilization, League of Legends, Skyrim, Halo, Call of Duty, Pokémon, Borderlands. That's all I can think of.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Uh, Minecraft that's all I can really think of.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016466  
 Phone type Landline  
 Age 13 to 17  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Temple Run, Angry Birds, Fruit Ninja.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Bejeweled.  
 Q5.0/5.1 Backflip Madness: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 016484  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Nuh-uh, I can't think of any right now.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 016490  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 World of Warcraft, Halo, Guitar Hero, Mario, Smash Brothers.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Oregon Trail, 1602, RollerCoaster Tycoon, Need for Speed.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: Yes.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 016523  
 Phone type Landline  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, does Temple Run count? I guess Fruit Ninja and that's about it.  
 I don't really play games.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Oh and, uh, Subway Surfer.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 016526  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 No, I mean, I don't play any.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.



RESP\_ID 016530  
 Phone type Landline  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Super Mario, John Madden, hockey.  
 Q4.1 [Other names of electronic games]  
 Q4.1 None.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016537  
 Phone type Cell phone  
 Age 13 to 17  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Temple Run, um, 4 Pictures 1 Word, um Minecraft Mobile, um, that's  
 all I can think of off the top of my head.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Not off the top of my head.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: Yes.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 016640  
 Phone type Landline  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, man, I have no idea. There are lots of games. I even has a 360. There's lots of games. I have a whole bunch, I honestly couldn't even tell you.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: 3  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: Yes.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Don't know.

RESP\_ID 016658  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't have a smartphone. I don't have any.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016665  
 Phone type Landline  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, my favorite is Parcheesi, ah, Tic -Tac- Toe.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016705  
 Phone type Cell phone  
 Age 13 to 17  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I can not think of any right now.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016716  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 PlayStation.  
 Q4.1 [Other names of electronic games]  
 Q4.1 No, I cannot think of any others.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016774  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I can't think of any. Xbox, Wii.  
 Q4.1 [Other names of electronic games]  
 Q4.1 No, we don't have any more.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016856  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I cannot think of any.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016886  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, that I play one my phone. Angry Birds Mm, not right off hand.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I can't think of no more.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: Yes.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 016909  
 Phone type Cell phone  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 None, nope, I don't play any games.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016926  
 Phone type Landline  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, Tetris.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Bowling, Tennis, Dancing.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016945  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Assassins Creed 1, 2 & 3, Tomb Raider, Elder Scrolls, Mass Effect, Silent Hill, God of War, Grand Theft Auto, Wii Tennis, Wii Bowling, Final Fantasy, Zelda, Fatal Frame.  
 Q4.1 [Other names of electronic games]  
 Q4.1 None.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016969  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Any that I can think of? Tetris, Angry Birds.  
 Q4.1 [Other names of electronic games]  
 Q4.1 That you would play on a phone or a tablet, nope.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 016976  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I'll be honest, I don't think about it. I think Temple Run is the one I can think of.  
 Q4.1 [Other names of electronic games]  
 Q4.1 No, not really.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 017009  
 Phone type Landline  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Nope, Angry Birds.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I can't think of any.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.



RESP_ID	017051
Phone type	Cell phone
Age	35 to 49
Gender	Female
Q4.0	[Names of electronic games]
Q4.0	Uh, I don't know, I don't know.
Q5.0/5.1	Angry Birds: Yes.
	Backflip Madness: No.
	Bejeweled: No.
	Cut the Rope: No.
	God of Blades: No.
	Mini Motor Racing: No.
	Plants vs. Zombies: No.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	No.
Q6.1	[Likely to play electronic games in next month]
Q6.1	Yes.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	No.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	Yes.

RESP_ID	017064
Phone type	Landline
Age	18 to 34
Gender	Female
Q4.0	[Names of electronic games]
Q4.0	Um, Solitaire, Angry Birds. Um, I don't play a lot of games.
Q4.1	[Other names of electronic games]
Q4.1	None.
Q5.0/5.1	Backflip Madness: No.
	Bejeweled: Yes.
	Cut the Rope: No.
	God of Blades: No.
	Mini Motor Racing: No.
	Plants vs. Zombies: No.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	No.
Q6.1	[Likely to play electronic games in next month]
Q6.1	No.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	No.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	No.

RESP\_ID 017068  
 Phone type Landline  
 Age 13 to 17  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, none.  
 Q4.1 [Other names of electronic games]  
 Q4.1 None.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: Yes.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: Yes.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 017109  
 Phone type Landline  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 None.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 017118  
 Phone type Landline  
 Age 13 to 17  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, like names of Tiger Woods or something like that? Mario, not really.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, Madden. I don't really play games.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 017123  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, I don't play any electronic games.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 017175  
 Phone type Landline  
 Age 13 to 17  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Red Dead Redemption, Assassin's Creed, Temple Run, Halo, Gears of War.  
 Q4.1 [Other names of electronic games]  
 Q4.1 None.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 017177  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't play any. I use my phone for text and phone calls, that's it.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP_ID	017184
Phone type	Cell phone
Age	50 or above
Gender	Female
Q4.0	[Names of electronic games]
Q4.0	Oh, I don't play them, so, I don't know because I don't play any on it. So, I don't know what there is.
Q5.0/5.1	Angry Birds: No.
	Backflip Madness: No.
	Bejeweled: 3
	Cut the Rope: No.
	God of Blades: No.
	Mini Motor Racing: No.
	Plants vs. Zombies: No.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	No.
Q6.1	[Likely to play electronic games in next month]
Q6.1	No.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	No.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	No.

RESP_ID	017190
Phone type	Cell phone
Age	35 to 49
Gender	Male
Q4.0	[Names of electronic games]
Q4.0	Bejeweled and checkers, chess, Solitaire and that's about it.
Q4.1	[Other names of electronic games]
Q4.1	Electronic games? Like Angry Birds? That's about it. We don't play a lot of games.
Q5.0/5.1	Backflip Madness: No.
	Cut the Rope: No.
	God of Blades: No.
	Mini Motor Racing: Yes.
	Plants vs. Zombies: No.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	Yes.
Q6.1	[Likely to play electronic games in next month]
Q6.1	No.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	Don't know.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	No.

RESP\_ID 017200  
 Phone type Landline  
 Age 13 to 17  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, top of my head, no.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Don't know.

RESP\_ID 017254  
 Phone type Landline  
 Age 13 to 17  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, Gears of War.  
 Q4.1 [Other names of electronic games]  
 Q4.1 That's it.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: Yes.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 017262  
 Phone type Landline  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 We don't have smart phones so I can't tell ya any.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 017271  
 Phone type Cell phone  
 Age 13 to 17  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, uh, Temple Run, uh, no, not that I can think of, no.  
 Q4.1 [Other names of electronic games]  
 Q4.1 No.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 017271  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Words with Friends. That's it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 No, don't have any.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 017286  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't play them.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.



RESP\_ID 017300  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Well, what's that one, um, Temple Run. Let's see, we play Pop Icon Quiz, Logo Quiz, card games like Hearts, Solitaire and FreeCell.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Electronic games, um, I can't think of any.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Don't know.

RESP\_ID 017308  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 How many? I can think of Angry Birds. I don't play a whole lot of games. I can't think of any others right now. I don't play a whole lot of games.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I don't play a whole lot of games.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: 3  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 017308  
 Phone type Landline  
 Age 13 to 17  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, Dirt Bike, Black Ops.  
 Q4.1 [Other names of electronic games]  
 Q4.1 None.  
 Q5.0/5.1 Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: No.  
           God of Blades: Yes.  
           Mini Motor Racing: Yes.  
           Plants vs. Zombies: Yes.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Don't know.

RESP\_ID 017314  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, the only one I really like is Ms. Pac-Man. Oh, I do know the names.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I can't think of any others.  
 Q5.0/5.1 Angry Birds: No.  
           Backflip Madness: Yes.  
           Bejeweled: Yes.  
           Cut the Rope: No.  
           God of Blades: Yes.  
           Mini Motor Racing: Yes.  
           Plants vs. Zombies: Yes.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: Yes.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 017364  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, Halo. Call of Duty, um, Angry Birds.  
 Q4.1 [Other names of electronic games]  
 Q4.1 No.  
 Q5.0/5.1 Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: Yes.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 017430  
 Phone type Cell phone  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, BINGO Blitz, Bingo Bash, Monster Pet Shop.  
 Q4.1 [Other names of electronic games]  
 Q4.1 (why is this empty?)  
 Q5.0/5.1 Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: Yes.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: Yes.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 017440  
 Phone type Landline  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, Fruit Ninja, Rush Hour, Word Whomp, Candy Crush, Price is Right, Sudoku, Call of Duty, Madden Football.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Mario Brothers, Mario Kart.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 017450  
 Phone type Cell phone  
 Age 13 to 17  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Not really I don't really play games.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 017452  
 Phone type Landline  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Nah, I don't know of any.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 017453  
 Phone type Landline  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Wii, Dance Dance.  
 Q4.1 [Other names of electronic games]  
 Q4.1 No, can't think of any.  
 Q5.0/5.1 Backflip Madness: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 017508  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, ha ha ha, oh jeez, electronic games, like computer games? Words with Friends, Ruzzle, 4 Pictures 1 Word, Doodle Jump, Fruit Ninja. That's all I can think of right now off the top of my head.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Any other ones? Um, I don't know, usually like, uh, there's always, like online Sudoku.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 017533  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Call of Duty Modern Warfare, Fruit Ninja, Angry Birds  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, Super Mario Brothers, Donkey Kong, um, I don't know, that's about it.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 017541  
 Phone type Landline  
 Age 13 to 17  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, Candy Crush, Temple Run, um, not off the top of my head.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, you said I could use any electronic device. Um, Pokémon series.  
 Q5.0/5.1 Backflip Madness: Yes.  
           Bejeweled: Yes.  
           Cut the Rope: Yes.  
           God of Blades: Yes.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: Yes.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 017555  
 Phone type Landline  
 Age 13 to 17  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, 4 Pictures 1 Word, Angry Birds, Temple Run 2.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, I have Snapchat, but that's not really a game. I don't have very many games on my phone.  
 Q5.0/5.1 Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: Yes.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 017576  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, Call of Duty, Call of War, Angry Birds.  
 Q4.1 [Other names of electronic games]  
 Q4.1 We could go on all day long. Pac-Man, Joust.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Don't know.

RESP\_ID 017620  
 Phone type Landline  
 Age 13 to 17  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, um, Temple Run, dance, that's it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, not off the top of my head, sorry.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.



RESP\_ID 017636  
 Phone type Cell phone  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Angry Birds, um, Candy Crush, um, WGT Golf.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Oh, um, Halo.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 017647  
 Phone type Landline  
 Age 13 to 17  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Hungry Shark, Evolution, Angry Birds, 4 Pics, Subway Surfer, Bike Race.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I can't think of anymore.  
 Q5.0/5.1 Backflip Madness: Yes.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 017648  
 Phone type Landline  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 That I have? That I know of? Cause I don't know any.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 017687  
 Phone type Landline  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Just Dance, Mario Kart.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 017691  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't know any.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 017709  
 Phone type Landline  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 None.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 017751  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I can't think of any.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: Yes.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: Yes.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: Yes.  
 Ski Safari: Yes.  
 Wild Blood: Yes.  
 Pesky Poodles: Yes.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 017777  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Gears of War, Halo, uh, Sim City, uh, Mass Effect, Mario, Angry Birds. Just the most common games or what? Ah, just, uh, I guess that's good enough.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Uh, mm, I don't know. Donkey Kong, F-Zero, Legend of Zelda, um, Mario, two Pokémon games, Final Fantasy, uh, Kingdom Hearts, X-Men, Spider-Man, um, Tony Hawk, I mean there's a lot of video games.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 017792  
 Phone type Landline  
 Age 13 to 17  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, Angry Birds. I can't think right now, I lost my smartphone. Need For Speed Shift, Angry Birds Rio, Pet Shop, Uphill Battle 2. Uh, trying to think, Minecraft, um, let's see, Sims. Uh, what else did I have? Grr, I don't know. Temple Run, uh, I had Crime City, Draw, uh, I think, hm, yeah, yeah, I think that's all I got right now.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, one second, let me think, uh, hm, oh, does it have to be on my phone? Doodle Jump, Grand Theft Auto, uh, I can't think right now. Temple Run, Temple Run 2, Temple Run Wizard of Oz, Kick the Boss, I think I have a couple more in my brain. Fruit Ninja, uh, Subway Surfers. Okay, let's see, uh, um, let's see, I think I have a couple more, okay Tetris, um, Bad Piggies, Angry Birds Star Wars, Air Control, huh, Jetpack Joyride, Cut the Rope, Angry Birds Space, oh gosh, Bejeweled.  
 Q5.0/5.1 Backflip Madness: Yes.  
 God of Blades: Yes.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 017821  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I'm not really sure. I only use my phone and tablet for work purposes  
 only, not games.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 017842  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 No, I don't play games.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 017845  
 Phone type Landline  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Mario Brothers.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Can't think of any more.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 017856  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Oh, wow, um, Angry Birds, um, missing objects. Let's see, Bubble Blitz. Them all I can think of.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, none.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 017872  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, electronic games, Diablo, World of Warcraft. Back in my day it was Asteroid, Pac-Man, and Ms. Pac-Man.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, just, you know I can't. I really can't. It's been so long.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Don't know.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 017880  
 Phone type Landline  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Angry Birds, Tomb Raider, um, Texas HoldEm, um, Bubble Blaster, um, Drag Racer.  
 Q4.1 [Other names of electronic games]  
 Q4.1 That's all I can think of off the top of my head.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: 3  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.



RESP\_ID 017913  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Ha ha ha, Words with Friends, Angry Birds. I don't know, those are the ones I'm thinking of.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Ah, I don't know, there's so many on the iPad. I think there's Hanging with Friends, Phrases with Friends. There's a lot of friends games.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Don't know.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 017915  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, Pac-Man, Words with Friends.  
 Q4.1 [Other names of electronic games]  
 Q4.1 That's as far as my categories go.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 017946  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't play any games on computers or smart games, nothing.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 017962  
 Phone type Landline  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Nintendo.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP_ID	017990
Phone type	Landline
Age	35 to 49
Gender	Female
Q4.0	[Names of electronic games]
Q4.0	I don't play games.
Q5.0/5.1	Angry Birds: Yes.
	Backflip Madness: No.
	Bejeweled: Yes.
	Cut the Rope: No.
	God of Blades: No.
	Mini Motor Racing: No.
	Plants vs. Zombies: No.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	No.
Q6.1	[Likely to play electronic games in next month]
Q6.1	No.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	Yes.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	No.

RESP_ID	017995
Phone type	Landline
Age	50 or above
Gender	Male
Q4.0	[Names of electronic games]
Q4.0	None.
Q5.0/5.1	Angry Birds: Yes.
	Backflip Madness: No.
	Bejeweled: No.
	Cut the Rope: No.
	God of Blades: No.
	Mini Motor Racing: Yes.
	Plants vs. Zombies: No.
	Ski Safari: No.
	Wild Blood: Yes.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	No.
Q6.1	[Likely to play electronic games in next month]
Q6.1	No.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	No.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	No.

RESP\_ID 018007  
 Phone type Landline  
 Age 13 to 17  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, like Sims, um, Mario, I don't know.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, Deal or No Deal, like those ones.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: Yes.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 018031  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Right off I can't think of any of them.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 018042  
 Phone type Landline  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 No sir, all we have is flip phones.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 018057  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Not personally, I don't play games.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 018107  
 Phone type Landline  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Electronic games. Hm, I don't know off hand. I'm retired and live alone so I don't know.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 018125  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Mystery Manor, Angry Birds, Blackjack.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Bejeweled, Scrabble, Solitaire.  
 Q5.0/5.1 Backflip Madness: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 018145  
 Phone type Cell phone  
 Age 13 to 17  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Angry Birds Um, Temple Run, that is a good game. Those are the only two that I play.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, um, like on smartphones and tablets, um, um, that's all I can think of.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: Yes.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 018158  
 Phone type Landline  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Nothing is coming to me right now.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: Yes.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: Yes.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: Yes.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 018194  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Words with Friends, 4 Pictures 1 Word, Scramble with Friends.  
 Q4.1 [Other names of electronic games]  
 Q4.1 (why is this empty?)  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 018216  
 Phone type Landline  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, that on those, Words with Friends, 3D Racing, Mario Brothers,  
 we'll go with Mario Kart. That's the extent for me.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, ah, no, not other than, Solitaire.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: Yes.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.



RESP\_ID 018313  
 Phone type Cell phone  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Electronic games? Like, um, I don't know. Uh, video games, like of the DS player? My grandkids are always playing Batman and those kind of games. Mario Kart, Barbie Fashion. I myself go to Ebay fashion and stuff.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I play Solitaire and Mario. And with my relatives on line I guess we play, uh, you catch me off guard. Um, yeah, we play, um, no I can't think of their names. Sorry about that.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: Yes.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 018342  
 Phone type Landline  
 Age 13 to 17  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Instagram, Castle Run, Facebook, Hill Climb Racing, Jetpack Joyride, Cut the Ropes.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Scoops, Where's My Water, Logos Quiz.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: Yes.  
 Pesky Poodles: Yes.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 018372  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Words with Friends, Angry Birds, 4 Pictures 1 Word, Call of Duty.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I can't right now.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 018384  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 None.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Don't know.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 018416  
 Phone type Landline  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, you mean like the name of games? Scramble with Friends, Words  
 with Friends, Candy Crush Saga.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Oh, I can't think of any.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Don't know.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 018432  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, uh, Words with Friends. That's the only one I can think of.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Candy Crush. I think that's what it's called.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 018473  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, I don't know.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Don't know.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Don't know.

RESP\_ID 018476  
 Phone type Landline  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I play Angry Birds. That's it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I can't think of any other ones.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: Yes.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 018482  
 Phone type Landline  
 Age 13 to 17  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Ah, Angry Birds, Hill Climb, Bike Race, um, let's go with that.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, no.  
 Q5.0/5.1 Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: Yes.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: Yes.  
           Ski Safari: Yes.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 018494  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I can't think of hardly any. Bowling, Sonic, Tetris, Pac-Man, golf, Glow Hockey, Temple Run, Temple Run 2.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Well, let me see if I can think of any. Flow, crosswords, Parking Free, Flow Free.  
 Q5.0/5.1 Angry Birds: Yes.  
           Backflip Madness: No.  
           Bejeweled: No.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 018504  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Ah, Nintendo, Call of Duty, all of them. Need For Speed, Xbox or  
 whatever, I don't play much games I guess.  
 Q4.1 [Other names of electronic games]  
 Q4.1 World of Warcraft, God of War, UFC Undisputed, The King of Fighters,  
 um, Tekken, Sonic. Need any more?  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: Yes.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Don't know.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 018512  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Wii.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 018535  
 Phone type Landline  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Ah, Madden Football, EA Sports Hockey, Angry Birds, The helicopter game. What I do when I don't want to work. Oh, the war games.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Call of Duty, NBA 2K, EA Sports, FIFA.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 018557  
 Phone type Landline  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't know any of them.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 018562  
 Phone type Landline  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't play any electronic games. My grand kids do but I don't play any of those kind of games.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 018566  
 Phone type Landline  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Word with Friends, Ruzzle, Candy Crush, Bubble Witch, Zuma, Draw Something, Solitaire Blitz.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Ah, I really can't think of any, oh wait a second, Drop7.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.



RESP\_ID 018648  
 Phone type Landline  
 Age 13 to 17  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Angry Birds, um, Bejeweled. No, I can't think of any.  
 Q4.1 [Other names of electronic games]  
 Q4.1 None.  
 Q5.0/5.1 Backflip Madness: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Don't know.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 018669  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Battlefield, Blacks Ops, um, Dungeons & Dragons. Those are the ones my kids are playing.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, Words with Friends. There we go, there is noise in the background.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 018686  
 Phone type Cell phone  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't do any electronic games.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 018693  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Scramble with Friends, Words with Friends.  
 Q4.1 [Other names of electronic games]  
 Q4.1 That's all I have.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 018715  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Ah, Words with Friends, um, Bejeweled, uh, Angry Birds, Jewels, I like Bejeweled. That's about all I can think of.  
 Q4.1 [Other names of electronic games]  
 Q4.1 That's all I can think of, that's what I play on my phone.  
 Q5.0/5.1 Backflip Madness: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Don't know.

RESP\_ID 018781  
 Phone type Landline  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Like that I play? Minecraft, Paplinko, Real Basketball, and that's about it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Angry Birds, ah, um.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: Yes.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 018807  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't play any of those games.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Don't know.

RESP\_ID 018888  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 My children play Minecraft. Animal Jam, Wii.  
 Q4.1 [Other names of electronic games]  
 Q4.1 That's it.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: 3  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 018920  
 Phone type Landline  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 That you would install on a computer, all the different card games.  
 Um, like Solitaire.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Chisel, Bejeweled, Bookworm, Zuma, Tumblebugs.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: 3  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 018932  
 Phone type Landline  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Temple Run.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Bubble Shooter.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: 3  
 Plants vs. Zombies: 3  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 018963  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Farm Frenzy, Bubble Burst.  
 Q4.1 [Other names of electronic games]  
 Q4.1 No, I can't.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 018965  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Call of Duty: Modern Warfare, Madden, Football, Halo, Word with  
 Friends, Bejeweled, ah, Tetris, um, Angry Birds.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, FarmVille.  
 Q5.0/5.1 Backflip Madness: No.  
 Cut the Rope: No.  
 God of Blades: Yes.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 018981  
 Phone type Cell phone  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Oh, I can't supply, I don't play any of those electronic games. I don't know the names. We just download the free ones so they can play games in the car. I don't have any idea.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 018985  
 Phone type Landline  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, Everclass, Dungeons & Dragons.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Skyrim, Silent Hill, Final Fantasy.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 019100  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I can't think of any other than Nintendo DS.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 019111  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Cut the Rope.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Scribblenauts, Angry Birds, Infinity Blade, Monsters, Minecraft.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.



RESP\_ID 019152  
 Phone type Landline  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Okay, Temple Run, Angry Birds, Bejeweled, Hangman, Scrabble. I'm just going off the top of my head here.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Fruit Ninja.  
 Q5.0/5.1 Backflip Madness: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: Yes.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 019190  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Ah, I don't know.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Don't know.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 019197  
 Phone type Landline  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't have an opinion, I don't know. The Sims.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I can't think of any.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 019209  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Contract Killer 2, Dragon Mania, DragonVale, Battle Nations.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I mean Angry Birds, Words with Friends.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: Yes.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: Yes.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 019240  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, I don't really play a lot of games.  
 Q5.0/5.1 Angry Birds: Yes.  
           Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: Yes.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 019249  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, in general, just the games, Tetris or Bejeweled, that is about it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Mario Kart, that is it. I do not know.  
 Q5.0/5.1 Angry Birds: Yes.  
           Backflip Madness: No.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 019259  
 Phone type Landline  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 No, I don't know any.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 019284  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Blitz, Madden, um, Need For Speed, second Street Fighter, God of War, um, Ninja Gaiden.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Super Mario Um, Batman Arkham Asylum Final Fantasy.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: Yes.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 019295  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, I can't think of any off hand.  
 Q5.0/5.1 Angry Birds: Yes.  
           Backflip Madness: No.  
           Bejeweled: No.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 019318  
 Phone type Landline  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Bad Piggies.  
 Q5.0/5.1 Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 019328  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I'm sorry, I don't know any games.  
 Q5.0/5.1 Angry Birds: Yes.  
           Backflip Madness: No.  
           Bejeweled: No.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 019386  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, oh, I don't do games very much. Um, I'm not sure. I know Angry Birds cuz that's the one I've played. I know there is some diamond game I play sometimes. That's all you get.  
 Q4.1 [Other names of electronic games]  
 Q4.1 None.  
 Q5.0/5.1 Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 019396  
 Phone type Landline  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 God of Wars, Call of Duty, Halo, Assassin's Creed, Gears of War, World of Warcraft, Guild Wars.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I can't think of anymore.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 019424  
 Phone type Cell phone  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't have any. I don't use electronic games.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 019546  
 Phone type Landline  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Ah, Madden, NBA 2K13.  
 Q4.1 [Other names of electronic games]  
 Q4.1 None.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 019569  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, a Wii, and games that are played on iPads  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.



RESP\_ID 019580  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, I am drawing a blank. Pac-Man.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Pac-Man, Candy Crush. That's it.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: Yes.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: Yes.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Don't know.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 019632  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Solitaire.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Angry Birds, Temple Run.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: Yes.  
 God of Blades: Yes.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Don't know.

RESP\_ID 019640  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, oh, the cell phone, right? Uh, okay I like Ruzzle and I like what  
 ever chess games is on the phone.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Used to have word games that I got rid of. I don't play too many  
 games on my phone.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 019656  
 Phone type Landline  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Minecraft, Super Smash Brothers for Wii. I play a lot of games on my  
 iPhone. One of the ones I got attached to was Real Racing.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Off the top of my head I don't know. I'm not a big gamer so Skyrim, I  
 guess. That was pretty big. Call of Duty, World of Warcraft. Any of  
 the online player vs. player. League of Legends. Yeah, that's about  
 it.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: Yes.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 019671  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I can't. I'm not into that stuff.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 019717  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't play games. I have no idea.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 019722  
 Phone type Landline  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Angry Birds, Comceptra, Mario Brothers, Contra, Zelda.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Pong, Donkey Kong.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 019744  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 None.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: Yes.  
 Ski Safari: Yes.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 019806  
 Phone type Landline  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Draw Something, 4 Pictures 1 Word, Smurfs, Angry Birds.  
 Q4.1 [Other names of electronic games]  
 Q4.1 That's all I got.  
 Q5.0/5.1 Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: Yes.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 019834  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 How you call these games, puzzle games and that kind of stuff.  
           Logical games.  
 Q5.0/5.1 Angry Birds: Yes.  
           Backflip Madness: No.  
           Bejeweled: No.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: Yes.  
           Wild Blood: No.  
           Pesky Poodles: Yes.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 019977  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, Brick Breaker.  
 Q4.1 [Other names of electronic games]  
 Q4.1 World of Warcraft. I really don't know anymore.  
 Q5.0/5.1 Backflip Madness: Yes.  
           Bejeweled: Yes.  
           Cut the Rope: Yes.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: Yes.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 019998  
 Phone type Landline  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, um, let's see, Spades, uh, and that's really about it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, um, no, no.  
 Q5.0/5.1 Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: Yes.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Don't know.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 020054  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 There's far too many of them.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 020057  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Doodle Jump, Draw Something, Chisel, Flow Free.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Angry Birds, Minesweeper, Isle Tomb.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 020095  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, like Xbox? Or just like for smartphones and stuff. Um, I don't really play any so.  
 Q4.1 [Other names of electronic games]  
 Q4.1 None.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 020115  
 Phone type Landline  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Call of Duty.  
 Q4.1 [Other names of electronic games]  
 Q4.1 That's all I can think of.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.



RESP\_ID 020138  
 Phone type Landline  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Street Fighter, Call of Duty, Gears of War.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, Halo and Fallout. That would be it.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Don't know.

RESP\_ID 020176  
 Phone type Landline  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 No.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 020213  
 Phone type Landline  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Temple Run, um, Solitaire. Oh, what's the one, there is a fantasy one with a, I don't remember the name of it now. There is Angry Birds, there are all of those, Words with Friends, Scramble with Friends, that's about all I got.  
 Q4.1 [Other names of electronic games]  
 Q4.1 What's the difference between those and these ones, I think I've exhausted my knowledge of this one subject.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 020249  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Ugh, there's a few that I play. I play the golf game. Angry Birds, uh, I'd have to see how many I have downloaded. I'm not much into gaming.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Oh, I got some poker games. Uh, that's pretty much it.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: Yes.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 020296  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Like Ruzzle, um, 3 Horn.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, none.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 020299  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Ah, PlayStation 3 games.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, not sure right now.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 020307  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 None.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 020342  
 Phone type Landline  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 My son plays a lot. Minecraft, Sim City.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, I don't know. He does Assassin's Creed.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 020444  
 Phone type Cell phone  
 Age 13 to 17  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Like on smartphones, Temple Run.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, Fruit Ninja Um, Angry Birds.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: Yes.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: Yes.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 020450  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, Subway Surfers.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I don't know.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 020456  
 Phone type Cell phone  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Free Zombies, Angry Birds, that's all I can think of.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Splinter Cell and Battlefield.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 020477  
 Phone type Landline  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Candy Crush, Plants vs. Zombies, Bejeweled Twist, Scramble with Friends, Fruit Ninja.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Are you talking about apps or can it be anything? Oh, okay, Luigi's Mansion, Mario Party, Mario Kart, um, and then, uh, and I think that's it.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 020483  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't know. Words With Friends, any other games I play, I play on Facebook. Deal or No Deal, Press your Luck, The Price is Right.  
 Q4.1 [Other names of electronic games]  
 Q4.1 EA Sports, Madden Football, Tiger Woods, football, NASCAR racing.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 020518  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Angry Birds, ah, Solitaire.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Ah, that's probably all I can think of right now.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 020554  
 Phone type Cell phone  
 Age 13 to 17  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, uh, Bad Piggies, uh, Temple Run. Can it be for anything, like, uh, on the PlayStation? Battlefield 3, NBA and 2K13.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, Downhill Extreme, Twisted Metal, Grand Theft Auto, Call of Duty, Tiny Wings and that's mostly it.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: Yes.  
 God of Blades: Yes.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 020561  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Mario Brothers, golf.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Mm, Hunter, Game Hunter.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: Yes.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.



RESP\_ID 020596  
 Phone type Cell phone  
 Age 13 to 17  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Angry Birds, Bejeweled, uh, Bike Race. That's about it. That's all I know.  
 Q4.1 [Other names of electronic games]  
 Q4.1 That's it off the top of my head.  
 Q5.0/5.1 Backflip Madness: No.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: Yes.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 020619  
 Phone type Cell phone  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I just got my phone and that's it.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: Yes.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 020636  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Angry games, ah, Solitaire, um, Just Dance, Nerf, ah, Cabela's Big Game Hunter, Rapala, um, I think it's Rapala Fishing, ah, that's all I can think of right now.  
 Q4.1 [Other names of electronic games]  
 Q4.1 That's all I can think of right now.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 020653  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds And that's the only one I ever played.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I really can't think of any.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Don't know.

RESP\_ID 020669  
 Phone type Landline  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I can't think of any.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 020673  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 None.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 020738  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Word Minute, Angry Birds.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, Bejeweled.  
 Q5.0/5.1 Backflip Madness: No.  
 Cut the Rope: 3  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 020743  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Cut the Rope, Pudding Monsters.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Temple Run.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 020760  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Electronic games I can think of. Angry Birds, ah, John Madden Football.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Ah, okay, Hill Climber. Um, ah, um, Bowling.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 020859  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Like the game itself, not the system right? The game itself is that you are asking? None.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP_ID	020988
Phone type	Landline
Age	35 to 49
Gender	Male
Q4.0	[Names of electronic games]
Q4.0	No, I don't play any games.
Q5.0/5.1	Angry Birds: Yes.
	Backflip Madness: No.
	Bejeweled: No.
	Cut the Rope: No.
	God of Blades: No.
	Mini Motor Racing: Yes.
	Plants vs. Zombies: No.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	No.
Q6.1	[Likely to play electronic games in next month]
Q6.1	No.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	No.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	No.

RESP_ID	021078
Phone type	Landline
Age	50 or above
Gender	Female
Q4.0	[Names of electronic games]
Q4.0	None.
Q5.0/5.1	Angry Birds: No.
	Backflip Madness: No.
	Bejeweled: No.
	Cut the Rope: No.
	God of Blades: No.
	Mini Motor Racing: No.
	Plants vs. Zombies: No.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	No.
Q6.1	[Likely to play electronic games in next month]
Q6.1	No.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	No.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	No.

RESP_ID	021113
Phone type	Landline
Age	50 or above
Gender	Female
Q4.0	[Names of electronic games]
Q4.0	None.
Q5.0/5.1	Angry Birds: No.
	Backflip Madness: No.
	Bejeweled: No.
	Cut the Rope: No.
	God of Blades: No.
	Mini Motor Racing: No.
	Plants vs. Zombies: No.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	No.
Q6.1	[Likely to play electronic games in next month]
Q6.1	No.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	No.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	No.

RESP_ID	021182
Phone type	Cell phone
Age	50 or above
Gender	Female
Q4.0	[Names of electronic games]
Q4.0	None.
Q5.0/5.1	Angry Birds: No.
	Backflip Madness: No.
	Bejeweled: No.
	Cut the Rope: No.
	God of Blades: No.
	Mini Motor Racing: No.
	Plants vs. Zombies: No.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	No.
Q6.1	[Likely to play electronic games in next month]
Q6.1	No.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	No.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	No.

RESP\_ID 021317  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, Temple Run, Sims and that's all I can think of.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, uh, maybe Tetris. I don't really play a lot.  
 Q5.0/5.1 Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 021333  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Ah, chess, Ruzzle, Scramble  
 Q4.1 [Other names of electronic games]  
 Q4.1 I don't know.  
 Q5.0/5.1 Angry Birds: Yes.  
           Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: Yes.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Don't know.



RESP\_ID 021340  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 None.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 021400  
 Phone type Cell phone  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 None.  
 Q4.1 [Other names of electronic games]  
 Q4.1 No, I don't play video games.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 021425  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Candy Crush, ah, (expletive), play Dominoes online, Facepin.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Ah, Chrono Trigger.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 021462  
 Phone type Cell phone  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Ha ha, I don't know any electronic games.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 021587  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Hm, I don't know.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Don't know.

RESP\_ID 021699  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Mario I don't know. My friends is obsessed with Candy Crush.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, no.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 021705  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Borderlands, BioShock, Halo, Mustachify, that puts it on your face.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Tekken. That's it.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Don't know.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 021765  
 Phone type Cell phone  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 No, because I don't care for them, especially the AR games shouldn't be played on anything, got enough trouble without leading people astray.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 021770  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 TrainStation, Angry Birds, and Star Wars. Grand Theft Auto, Pac-Man, Asteroids, SongPop.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Uh, let's see NBA Live, soccer, Soccer Live.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 021773  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Tetris, War of the Worlds, Street Fighter. That's it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Pac-Man.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 021845  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Oh, electric devices like Wii. I don't know, I don't really play. I guess that Zynga Poker. That's about the only one I play.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Hm, that Candy Crush game is out. Um, I can't remember, the one with a pig. My kids play Pux.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 021874  
 Phone type Cell phone  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 None, cuz I don't play them.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 021922  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't play games.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 021967  
 Phone type Cell phone  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Ah, just Xbox.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, that's it.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 021976  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Xbox, PlayStation.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Role-playing games, first-player shooters.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: Yes.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 022067  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, I have no idea because I don't play any.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.



RESP\_ID 022142  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Fruit Ninja, Angry Birds. I know they have Angry Birds. Ninja, if that counts Split Pick, Ski View, I like that one. Oh, uh, Tetris, chess Uh, online chess, ah, Poker, Battleship, um, oh, Shark Attack. Hm, um, I am starting to draw a blank right now.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Oh, uh, any others ones at all, crossword. Uh, Hangman, um, what else do they got out there? Um, let's see, I don't think I can think of anymore.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: Yes.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 022155  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't think I will be able to help you on those. Sorry I don't know any answer to that one.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 022157  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Candy Crush. Um, Bingo. Um, Bubble Witch.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Hm, I don't know right off.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 022294  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 So like on my phone? Angry Birds, Temple Run, um, yep, um, Doodle  
 Jump and that's about all I have.  
 Q4.1 [Other names of electronic games]  
 Q4.1 None.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 022333  
 Phone type Landline  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Ah, by electronics does it mean console? I'm interested in Final Fantasy, Black Ops, Halo, Legend of Zelda, Tetris.  
 Q4.1 [Other names of electronic games]  
 Q4.1 None.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 022370  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Any game what so ever Angry Birds, Temple Run, Spider Solitaire, Fruit Ninja.  
 Q4.1 [Other names of electronic games]  
 Q4.1 That's all I can think of off the top of my head.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 022426  
 Phone type Cell phone  
 Age 13 to 17  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Angry Birds, Temple Run, Minecraft, Moron Test.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, no that is it.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 022460  
 Phone type Cell phone  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Ah, Let's see, World of Warcraft.  
 Q5.0/5.1 Backflip Madness: Yes.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: Yes.  
 Ski Safari: Yes.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP_ID	022507
Phone type	Cell phone
Age	50 or above
Gender	Male
Q4.0	[Names of electronic games]
Q4.0	I don't use them.
Q5.0/5.1	Angry Birds: No.
	Backflip Madness: No.
	Bejeweled: No.
	Cut the Rope: No.
	God of Blades: No.
	Mini Motor Racing: No.
	Plants vs. Zombies: No.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: Yes.
Q6.0	[Played electronic games in past month]
Q6.0	No.
Q6.1	[Likely to play electronic games in next month]
Q6.1	No.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	No.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	No.

RESP_ID	022562
Phone type	Cell phone
Age	18 to 34
Gender	Male
Q4.0	[Names of electronic games]
Q4.0	I don't play no games.
Q5.0/5.1	Angry Birds: No.
	Backflip Madness: No.
	Bejeweled: No.
	Cut the Rope: No.
	God of Blades: No.
	Mini Motor Racing: No.
	Plants vs. Zombies: No.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	No.
Q6.1	[Likely to play electronic games in next month]
Q6.1	No.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	No.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	No.

RESP\_ID 022564  
 Phone type Cell phone  
 Age 13 to 17  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, Flow Free.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Fruit Ninja.  
 Q5.0/5.1 Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: Yes.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: Yes.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 022621  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 No.  
 Q5.0/5.1 Angry Birds: Yes.  
           Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 022631  
 Phone type Cell phone  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Well, from the ones I've, done it in the past. I haven't done any new ones. Just Genesis, Madden.  
 Q4.1 [Other names of electronic games]  
 Q4.1 None.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 022642  
 Phone type Cell phone  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 None.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 022673  
 Phone type Cell phone  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I have none.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: Yes.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: Yes.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 022727  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, the actual names, I'm not sure about the names, I think, uh, Bubble Pop, Space Invaders, Asteroids, Missile Defense, casino games.  
 Q4.1 [Other names of electronic games]  
 Q4.1 No, not really.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: Yes.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.



RESP_ID	022785
Phone type	Cell phone
Age	13 to 17
Gender	Female
Q4.0	[Names of electronic games]
Q4.0	Temple Run 2, uh, Subway Surfers, Cut the Rope.
Q4.1	[Other names of electronic games]
Q4.1	Uh, Temple Run, Plumber Crack, Pimple Popper.
Q5.0/5.1	Angry Birds: Yes.
	Backflip Madness: No.
	Bejeweled: Yes.
	God of Blades: No.
	Mini Motor Racing: No.
	Plants vs. Zombies: No.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	Yes.
Q6.1	[Likely to play electronic games in next month]
Q6.1	Yes.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	Yes.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	Yes.

RESP_ID	022794
Phone type	Cell phone
Age	50 or above
Gender	Female
Q4.0	[Names of electronic games]
Q4.0	Um, I don't play electronic games.
Q5.0/5.1	Angry Birds: Yes.
	Backflip Madness: No.
	Bejeweled: No.
	Cut the Rope: No.
	God of Blades: No.
	Mini Motor Racing: No.
	Plants vs. Zombies: Yes.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	No.
Q6.1	[Likely to play electronic games in next month]
Q6.1	No.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	No.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	No.

RESP\_ID 022819  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Wii, PlayStation 3, Xbox.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 023067  
 Phone type Cell phone  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Pac-Man, Mario, Tetris, Solitaire, uh, what else. That's about it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 No, I really don't play them.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 023199  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I think I only know one. Scrabble, no, Solitaire. Oh and Angry Birds. Just from hearing about it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, Temple Run. I think that's it. I don't really know them. I just know them from kids talking about them.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 023293  
 Phone type Cell phone  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Ah, Beersheba. This phone here is a smartphone, Galaxy phone. I don't play video games or nothing like that.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I got all sorts of junk up there but I can't think of what it is.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 023486  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Bejeweled, Diamond Twister, ah, Assassin's Creed: Brotherhood 2, Midnight Pool, um, let me see. I play the UNO. Right now I'm playing S.W.A.T. on my phone and that's it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 That's it.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 023524  
 Phone type Cell phone  
 Age 13 to 17  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Fruit Ninja that's about it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 That's about it.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 023569  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, oh like on your phone? Cricket has Sonic and other games like that for little kids.  
 Q4.1 [Other names of electronic games]  
 Q4.1 No.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: Yes.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: 3  
 Pesky Poodles: 3  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 023591  
 Phone type Cell phone  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Like the actual games? I don't know, like the Wii? PS2 Um, I don't know off the top of my head. Guitar Hero, Call of Duty, um, uh, NBA Jam. That's all I can think of at the moment. I'm sorry. I just got off of work so.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Those are it.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: Yes.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP_ID	023680
Phone type	Cell phone
Age	50 or above
Gender	Male
Q4.0	[Names of electronic games]
Q4.0	None.
Q5.0/5.1	Angry Birds: Yes.
	Backflip Madness: No.
	Bejeweled: No.
	Cut the Rope: No.
	God of Blades: No.
	Mini Motor Racing: No.
	Plants vs. Zombies: No.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	No.
Q6.1	[Likely to play electronic games in next month]
Q6.1	No.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	No.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	No.

RESP_ID	023738
Phone type	Cell phone
Age	50 or above
Gender	Male
Q4.0	[Names of electronic games]
Q4.0	I know my kids have Atari and Nintendo and play on their smart phones but I don't know what it is.
Q5.0/5.1	Angry Birds: No.
	Backflip Madness: No.
	Bejeweled: Yes.
	Cut the Rope: No.
	God of Blades: No.
	Mini Motor Racing: No.
	Plants vs. Zombies: No.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	No.
Q6.1	[Likely to play electronic games in next month]
Q6.1	No.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	No.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	No.

RESP\_ID 023742  
 Phone type Cell phone  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Oh, no, I don't play games.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: Yes.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 023751  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Ah, ah, Words with Friends, ah, Spider Solitaire, Clash of Titans, Angry Birds, Bubble Burst. That's it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 No.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 023904  
 Phone type Cell phone  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Ugh, let's see, hm, I don't know because I don't have any children.  
 Nintendo I remember. There was a game called Nintendo at one time.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I can't think of anything else.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 023917  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Mario Brothers, Care Bears, My Little Ponies, Teenage Mutant Ninja  
 Turtles.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, let's see, Hot Wheels and golf games and that's it.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.



RESP\_ID 023947  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 No, I don't play any.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 024012  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Ah, Sudoku, um, that's about all cause that's about all I play. There is a card game I play but I can't think of the name, ah, Hearts, yeah, Hearts.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Uh, that's all I can think of.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 024234  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 World of Warcraft, um, World of Tanks, um, Angry Birds.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Batman Arkham Asylum, um Lego Batman, games that I play with my kids,  
 Tiger Woods and League of Soccer.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 024256  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Angry Birds, Madden Football. That's all I know.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, Temple Run, Ninja.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 024278  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Oh, I don't know. Let's see, Angry Birds, that's that.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Uh, I don't play much games. I can't help on that.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 024386  
 Phone type Landline  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, Angry Birds, that's about it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I don't really game too much.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 024613  
 Phone type Cell phone  
 Age 13 to 17  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't have any at the moment.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 024689  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, Solitaire, Words with Friends.  
 Q4.1 [Other names of electronic games]  
 Q4.1 That's all I can think of.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 024782  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Angry Birds, Tetris.  
 Q4.1 [Other names of electronic games]  
 Q4.1 That's it.  
 Q5.0/5.1 Backflip Madness: No.  
           Bejeweled: No.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 024819  
 Phone type Cell phone  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't know of any.  
 Q5.0/5.1 Angry Birds: No.  
           Backflip Madness: No.  
           Bejeweled: No.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 024956  
 Phone type Cell phone  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Call of Duty.  
 Q4.1 [Other names of electronic games]  
 Q4.1 NFL, NBA, NCAA.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 025031  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Temple Run, Minecraft.  
 Q4.1 [Other names of electronic games]  
 Q4.1 None.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 025039  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, let's see Wii and PlayStation.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I mean that's it, Just home devices.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 025119  
 Phone type Cell phone  
 Age 50 or above  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't play electronic games.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 025133  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Xbox 360, PlayStation, Wii, Super Nintendo.  
 Q4.1 [Other names of electronic games]  
 Q4.1 PSP, GameCube.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 025158  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, uh, I don't pay attention because I don't play any of them.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.



RESP\_ID 025346  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Temple Run 2, Subway Surfers, I got PlayStation 3 Black Ops Call of Duty, wrestling game.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Hanging with Friends, Word with Friends, Ruzzle.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: Yes.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 025407  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Word with Friends, Ruzzle, Scramble with Friends, Draw Something, Song Pop, and Bejeweled.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Uh, no, those are the ones I play.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 025573  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Ruzzle, Family Feud, Phone Pop.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Wii, PSP, Xbox.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 025596  
 Phone type Landline  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Halo, Assassin's Creed, Gears of War.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Uh, Angry Birds and Black Ops.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 025706  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Word Blast, Numbers Added, Jeopardy, Tetris, Pac-Man, Minecraft.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Are You Smarter Than a 5th Grader?  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 025738  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't have any on my phone so I never heard of any.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 025741  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't play any at all.  
 Q5.0/5.1 Angry Birds: Yes.  
           Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: Yes.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 025763  
 Phone type Landline  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 What do you mean that I can think of. I don't play any.  
 Q5.0/5.1 Angry Birds: Yes.  
           Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: Yes.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 025798  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds.  
 Q4.1 [Other names of electronic games]  
 Q4.1 If not on Xbox, don't know.  
 Q5.0/5.1 Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: 3  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 025821  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, I play mostly Facebook games. No, not really, uh, I'm trying to think, um, let's see, no, not really.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, um, Zelda, Final Fantasy, um, Mario Bros.  
 Q5.0/5.1 Angry Birds: Yes.  
           Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: Yes.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Don't know.

RESP\_ID 025823  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Call of Duty, Angry Birds. Uh, I guess Word Search, Solitaire.  
 That's about it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Mario Brothers, mm, uh, World of Warcraft.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 025894  
 Phone type Landline  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Temple Run.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Uh, let me see, uh, ya know this is a difficult study. I don't look  
 at too many electronic games. I remember Pac-Man.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 026059  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 GameCube, Xbox, that's about it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 DS something, I don't know.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 026123  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, Smash Man.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, hm, I have no clue. I don't play them.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: Yes.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 026218  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Draw Something. There's the one where you draw the lines to connect the same color balls, Jeopardy, Red Bird, Cut the Fruit.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I can't think of any others.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 026221  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, I am not sure for that one. Maybe for a cell phone but I'm not sure.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Don't know.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.



RESP\_ID 026229  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Hm, oh, well, let's see Ruzzle, Minecraft.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Bike Race.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 026280  
 Phone type Cell phone  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Hm, ah, Bejeweled, I think, ah, I know, um, I don't know the names of them.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, ah, Call of Duty. I know, ah, um, most are console. I don't play on my smartphone or anything.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 026298  
 Phone type Landline  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Angry Birds and, um, Flow, um, Temple Run, Ticket to Ride, trying to think of others. Tetris, um, hand-held games.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, like Call of Duty, NBA 2K13, NHL 2K13, BioShock, Epic Mickey, Tiger Woods Golf, Xbox KINECT type games.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 026355  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't know, those I don't use it.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: 3  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 026489  
 Phone type Cell phone  
 Age 13 to 17  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, like apps? Fruit Ninja, like soccer games, FIFA Soccer, Angry Birds, that's it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, like hm, like My Spins.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 026558  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Solitaire. Angry Birds, that's pretty much it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I don't know, we really don't play any other than those two. We're busy.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 026638  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, Angry Birds, um, Dragon, Clash of Clans. That's mostly it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 None of, think of.  
 Q5.0/5.1 Backflip Madness: Yes.  
           Bejeweled: No.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: Yes.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 026724  
 Phone type Cell phone  
 Age 13 to 17  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh like Angry Birds, Drive By, Surfer, Temple Run.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I would say, what's that game called, um, Touch Football, Backbreaker, that's about it.  
 Q5.0/5.1 Backflip Madness: Yes.  
           Bejeweled: No.  
           Cut the Rope: Yes.  
           God of Blades: Yes.  
           Mini Motor Racing: Yes.  
           Plants vs. Zombies: Yes.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 026783  
 Phone type Landline  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, what kind of games are you talking about? I've never played games like that, only on Xbox and stuff like that.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 026812  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Voom, Solitaire.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I can't think of any others.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 026962  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't play any games.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 027068  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't play any so I can't tell you any. Words with Friends.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I don't know anymore.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 027114  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Wow, uh Grand Theft Auto, BioShock Infinite, NBA 2K, uh, LocoRoco and that's about it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 No other games.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 027120  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Casino games.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Blackjack, cards.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: Yes.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 027170  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Not very many. Like the ones you put on your iPhone? There is a casino game. There is Words with Friends. Boggle, um, Scrabble.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Cribbage, that's about it.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 027211  
 Phone type Cell phone  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, FreeCell, Solitaire, Spider Solitaire, Angry Birds. Probably all I can think of at the moment, I know there's others.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Family Feud, Madden 2013, Golf with Tiger Woods.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.



RESP\_ID 027267  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Need for Speed is my favorite. Car games, shoot 'em up games.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Descent, kinda a spaceship shoot 'em up game. Wolfenstein, Duke  
 Nukem, Halo.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 027316  
 Phone type Landline  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, Finding Nemo, Unblock me. I have a lot of them on my  
 iPod.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Equestria daily. Quite a few, and I'll save you the time to type.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: Yes.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 027328  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Zynga Poker ,CastleVille, CityVille.  
 Q4.1 [Other names of electronic games]  
 Q4.1 FarmVille.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 027334  
 Phone type Cell phone  
 Age 13 to 17  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, like Temple Run, Tiny Wings. I don't really play anything else.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Ah, like my grandma plays Words with Friends. Yeah, nothing else.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 027378  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Temple Run, that is all I can think of. Words with Friends.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, Jetpack Joyride, Pool Master, Shark Attack, I can't think of any.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 027489  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, Modern Warfare, Scrabble, Rummikub, Mahjong, Solitaire.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Angry Birds, Backgammon, Phase 10, Temple Run, Blackjack, Spider, Spades, Hockey, Gin rummy, Basketmania, Froggy Jump, Finger Basketball, Fruit Ninja, Touch Hockey, Doodle Squares, Paper Football, Copter, Bowling.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 027499  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 God, I don't play them. Angry Birds and Words with Friends.  
 Q4.1 [Other names of electronic games]  
 Q4.1 That's about it.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 027504  
 Phone type Landline  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, Temple Run, Angry Birds, I don't know.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, no I can't think of any.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 027601  
 Phone type Cell phone  
 Age 13 to 17  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, I'll look at my iPod. Madcoaster, 4 Pictures 1 Word, Mega Red, Hay Day and that's all I have.  
 Q4.1 [Other names of electronic games]  
 Q4.1 None that I have.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 027608  
 Phone type Landline  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, you mean like the Wii? Those type of games? Oh, the handheld. Angry Birds, Wreck-It-Ralph, Pictionary on the Wii, Mario, Mario Brothers, Monster Jam, The Draw Games, Super Mario Brothers, Skylanders. I guess that is it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Pac-Man, Toy Story.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP_ID	027723
Phone type	Cell phone
Age	35 to 49
Gender	Female
Q4.0	[Names of electronic games]
Q4.0	I don't know any. We don't have a smartphone, a tablet or internet.
	We don't have anything that you are talking about.
Q5.0/5.1	Angry Birds: No.
	Backflip Madness: No.
	Bejeweled: No.
	Cut the Rope: No.
	God of Blades: No.
	Mini Motor Racing: No.
	Plants vs. Zombies: No.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	No.
Q6.1	[Likely to play electronic games in next month]
Q6.1	No.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	No.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	No.

RESP_ID	027796
Phone type	Cell phone
Age	35 to 49
Gender	Female
Q4.0	[Names of electronic games]
Q4.0	That I have or that I can think of? I don't really have that much. I have UNO on my iPhone.
Q4.1	[Other names of electronic games]
Q4.1	I can't think of any.
Q5.0/5.1	Angry Birds: Yes.
	Backflip Madness: No.
	Bejeweled: Yes.
	Cut the Rope: Yes.
	God of Blades: No.
	Mini Motor Racing: No.
	Plants vs. Zombies: No.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	No.
Q6.1	[Likely to play electronic games in next month]
Q6.1	No.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	No.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	No.

RESP\_ID 028034  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, honestly, none.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 028161  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 No, I don't recall. I don't really use, uh, games. It's not really my stuff.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Don't know.

RESP\_ID 028184  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I just don't play those types of games.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 028406  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Civilization and, um, Sims and oh gosh, I don't know. Those are the only two I can think of right now.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, not really. Those are the only two games I've played.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.



RESP\_ID 028412  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, the only one I know of is Angry Birds.  
 Q4.1 [Other names of electronic games]  
 Q4.1 None.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Don't know.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 028499  
 Phone type Landline  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I really can't tell you the names of any. I don't have time to play them to be honest with you.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 028632  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Man, um, Need for Speed, Angry Birds, Family Feud, Words for Fun, Temple Run.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I'm trying to think what else I play. Icomania.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 028663  
 Phone type Cell phone  
 Age 13 to 17  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Subway Surfers, Temple Run, Temple Run 2, Ninja, Block Puzzle.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Let me think, let me think, let me see Pandora, Flying Penguin, Penguin Run, Penguin Jump, Music Quiz, Where's My Perry, Guess That Song, Muzzle Picart, Space Shoot.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 028802  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Oh, it's too many to talk about. Civilization. Skyrim. Call of Duty.  
 Q4.1 [Other names of electronic games]  
 Q4.1 No, let's stop there.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 028885  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Ah, Candy Crush, Slotomania.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, that's about it.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Don't know.

RESP\_ID 028988  
 Phone type Landline  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 You, like my smartphone? Bubble Hunt, Fruit Ninja, Candy Smash Saga.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Nothing else.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 028989  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I'm not sure.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 029469  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, I don't really play.  
 Q5.0/5.1 Angry Birds: Yes.  
           Backflip Madness: No.  
           Bejeweled: No.  
           Cut the Rope: Yes.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Don't know.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 029632  
 Phone type Cell phone  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Nope, I don't play any. I don't, nope.  
 Q5.0/5.1 Angry Birds: Yes.  
           Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 029866  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Most of my games are PC. Fruit Ninja.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I can't think of any off hand.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 030448  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Ha ha ha, ah, Xbox, Playstation, Wii, all kinds apps for iPhones.  
 Halo, Black Ops, Words with Friends, Angry Birds. Let's stop right  
 there.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Hold on a second, did I already say, let's see, Call of Duty, Halo,  
 Duke Nukem.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 030648  
 Phone type Landline  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Game Boy I don't think this is for me. PSP, I don't know.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, you know, that is it.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 030659  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Angry Birds. I only have my phone here and it doesn't get much.  
 Fruit Ninja, I don't know a lot. I don't know really any more, I'm  
 sorry.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, I don't know really know a lot. I only have Fruit Ninja on my  
 phone.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 031107  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 On the phone that I play like Solitaire, Crossword puzzles, um, there is one game, it's not Tetris but It's a gem game.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, 3D Golf. There's another one it's called Logo Quiz. That's the only ones I play on the phone.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 031172  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, well, any sports, NCAA Football, Madden, MLB, Call of Duty, Battlefield.  
 Q4.1 [Other names of electronic games]  
 Q4.1 'Bout it, I can't think any more.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.



RESP\_ID 031178  
 Phone type Landline  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Em, I ain't got a lot of time but, uh, Texas HoldEm Poker, Tetris, Ruby Blast.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Not right off hand.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 031275  
 Phone type Landline  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Words with Friends, Bejeweled, ah, Angry Birds, ah, that's all I can think of at the top of my head. Solitaire, Texas Hold, Hook on Words.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I play Monopoly, that's it.  
 Q5.0/5.1 Backflip Madness: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 031444  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I won't be naming any because I don't know any.  
 Q5.0/5.1 Angry Birds: Yes.  
           Backflip Madness: No.  
           Bejeweled: No.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: Yes.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 031508  
 Phone type Landline  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 No ma'am, I can't.  
 Q5.0/5.1 Angry Birds: Yes.  
           Backflip Madness: No.  
           Bejeweled: No.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 031517  
 Phone type Cell phone  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Pac-Man.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I play computer games.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: Yes.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: Yes.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: Yes.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 031790  
 Phone type Landline  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Angry Birds  
 Q4.1 [Other names of electronic games]  
 Q4.1 Can't think anymore.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 031876  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Angry Birds that is the only one I can think of.  
 Q4.1 [Other names of electronic games]  
 Q4.1 That is the only one I can think of, Solitaire.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 031888  
 Phone type Cell phone  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I can not think of any right now.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 032045  
 Phone type Landline  
 Age 18 to 34  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Skyrim, Minecraft, Plants vs. Zombies. Just those three.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, I play a lot. I have way too many. Call of Duty and then  
 Fallout.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 032057  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Only one that I play is Texas HoldEm Poker.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I can't really.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 032337  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Like I said, I don't play video games on my phone at all. I don't  
 even know what kind of games are on it.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 032538  
 Phone type Cell phone  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I can't think of any.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 032602  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, electronic games, okay. Let see, like Pac-Man, Wipeout, Mario Brothers. There are all kinds of Mario Brothers games, Oregon Trail. Can I ask the name of my 9 year old?  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, goodness, I can't think of anymore.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 032768  
 Phone type Landline  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, ah, Subway Surfers, Tetris, Bejeweled.  
 Q4.1 [Other names of electronic games]  
 Q4.1 No.  
 Q5.0/5.1 Backflip Madness: No.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: Yes.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 033204  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Words With Friends, card games like FreeCell. That's all I can think of at the moment.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Those are the only two I can think of. I don't really play games on my phone too much, except for Words with Friends. Solitaire and FreeCell, but that's it.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 033291  
 Phone type Cell phone  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 You mean like the systems, like an Xbox or the game that you put in the system. I don't know any games.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.



RESP_ID	033409
Phone type	Cell phone
Age	35 to 49
Gender	Male
Q4.0	[Names of electronic games]
Q4.0	Ah, electronic games I can think of Bejeweled and Luxor.
Q4.1	[Other names of electronic games]
Q4.1	Ah, Angry Birds.
Q5.0/5.1	Backflip Madness: No.
	Cut the Rope: No.
	God of Blades: Yes.
	Mini Motor Racing: No.
	Plants vs. Zombies: No.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	No.
Q6.1	[Likely to play electronic games in next month]
Q6.1	No.
Q7.0	[Purchased electronic games in past month]
Q7.0	Yes.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	No.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	No.

RESP_ID	033471
Phone type	Cell phone
Age	50 or above
Gender	Female
Q4.0	[Names of electronic games]
Q4.0	You know I don't play them. I don't have a computer. I don't have the internet. Pac-Man.
Q4.1	[Other names of electronic games]
Q4.1	I don't know. I have no idea.
Q5.0/5.1	Angry Birds: Yes.
	Backflip Madness: No.
	Bejeweled: No.
	Cut the Rope: No.
	God of Blades: No.
	Mini Motor Racing: No.
	Plants vs. Zombies: No.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	No.
Q6.1	[Likely to play electronic games in next month]
Q6.1	No.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	No.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	No.

RESP\_ID 033796  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't play a lot of games. Scrabble Scramble, crossword puzzles.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, I could if I looked at my app, but I can't think of any right now.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Don't know.

RESP\_ID 033829  
 Phone type Landline  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Angry Birds.  
 Q4.1 [Other names of electronic games]  
 Q4.1 None that I can think of.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 033860  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Okay, sure Song Pop, Bubble Magic and I have trivia that I play on my phone also.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Sure, Subway Surfers, Fruit Ninja, I think is one.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 034049  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Car drag racing, casino slot machine.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Pac-Man.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 034247  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Halo, NBA Basketball, um, Spider Solitaire, Hearts, Backgammon, Mario, American Idol Karaoke, Just Dance, Michael Jackson, Are you Smarter than a 5th Grader, Family Feud, Fruit Ninja.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Solitaire, but that's all I can think of off the top of my head and I got Wii Sports and there's Just Dance and some other dance game but I can't think of it.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: Yes.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 034338  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Excuse me, Angry Birds, World of Warcraft. What is the name of the one my kids play? Black Ops.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I can't think if any.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 034522  
 Phone type Landline  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Angry Birds, um, 4 Pictures 1 Word, Words With Friends, Drawing  
 With Friends or something like that.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, I don't know.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 034595  
 Phone type Cell phone  
 Age 50 or above  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I can think of Words with Friends, Angry Birds, Solitaire.  
 Q4.1 [Other names of electronic games]  
 Q4.1 None.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP_ID	034642
Phone type	Cell phone
Age	50 or above
Gender	Female
Q4.0	[Names of electronic games]
Q4.0	Nope.
Q5.0/5.1	Angry Birds: Yes.
	Backflip Madness: No.
	Bejeweled: No.
	Cut the Rope: No.
	God of Blades: No.
	Mini Motor Racing: No.
	Plants vs. Zombies: No.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	No.
Q6.1	[Likely to play electronic games in next month]
Q6.1	No.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	No.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	No.

RESP_ID	035587
Phone type	Landline
Age	18 to 34
Gender	Male
Q4.0	[Names of electronic games]
Q4.0	I don't play games on phones or anything.
Q5.0/5.1	Angry Birds: Yes.
	Backflip Madness: No.
	Bejeweled: Yes.
	Cut the Rope: No.
	God of Blades: No.
	Mini Motor Racing: No.
	Plants vs. Zombies: Yes.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	No.
Q6.1	[Likely to play electronic games in next month]
Q6.1	No.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	No.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	No.

RESP\_ID 035606  
 Phone type Landline  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Candy Saga Blitz  
 Q4.1 [Other names of electronic games]  
 Q4.1 Scramble, Coin Dozer.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 035656  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, I know my kids play but I don't know. Math games. My 3-year-old has an alphabet game. Angry Birds.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, nope, not at the moment.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Don't know.

RESP_ID	035691
Phone type	Cell phone
Age	50 or above
Gender	Female
Q4.0	[Names of electronic games]
Q4.0	None.
Q5.0/5.1	Angry Birds: Yes.
	Backflip Madness: No.
	Bejeweled: No.
	Cut the Rope: No.
	God of Blades: 3
	Mini Motor Racing: No.
	Plants vs. Zombies: No.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	No.
Q6.1	[Likely to play electronic games in next month]
Q6.1	No.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	No.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	No.

RESP_ID	035774
Phone type	Cell phone
Age	35 to 49
Gender	Female
Q4.0	[Names of electronic games]
Q4.0	None of them.
Q5.0/5.1	Angry Birds: Yes.
	Backflip Madness: No.
	Bejeweled: Yes.
	Cut the Rope: No.
	God of Blades: No.
	Mini Motor Racing: Yes.
	Plants vs. Zombies: Yes.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	Yes.
Q6.1	[Likely to play electronic games in next month]
Q6.1	Yes.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	Yes.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	No.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	Yes.



RESP\_ID 035957  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Words with Friends, dice in it, Dice with Friends or something like that. 4 Pictures 1 Word  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, let me think of what else I had, um, trying to think, I can't think of any others.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: Yes.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 035989  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, probably like Solitaire, Minesweeper.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Nothing that comes to mind. I don't play games often.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 036052  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 This is just handheld and tablets, Angry Birds, Fruit Ninja, God  
 Finger, We Rule, that's it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I can't.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 036369  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Mario Kart, Wii Resort, Candy Crush, Snail Bob, Lexulous.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Tetris.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 036520  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 The two I play are Mortal Kombat and Race Car.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Those are the only ones.  
 Q5.0/5.1 Angry Birds: No.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: Yes.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: Yes.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 036672  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Just because of commercials on TV, Call of Duty or something. Is that an electronic game?  
 Q4.1 [Other names of electronic games]  
 Q4.1 Well, I mean I grew up in that era, Pac-Man, Tetris, Crazy Taxi. I don't know if this will help.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 037330  
 Phone type Landline  
 Age 18 to 34  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Ah, Angry Birds.  
 Q4.1 [Other names of electronic games]  
 Q4.1 None, that's all.  
 Q5.0/5.1 Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: Yes.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 037482  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Clash of Clans, Bubbles, I don't know the names of some of the games.  
 Q4.1 [Other names of electronic games]  
 Q4.1 I do but can't think of any.  
 Q5.0/5.1 Angry Birds: Yes.  
           Backflip Madness: No.  
           Bejeweled: No.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: Yes.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 Yes.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 037581  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Don't play electronic games.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 038126  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 Games that should be played on a smartphone, I can't think of any. I think someone said Angry Birds, is that a game? Solitaire.  
 Q4.1 [Other names of electronic games]  
 Q4.1 When I am at home on the computer I sometimes play Solitaire.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 038165  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Male  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't play games on the phones.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 038466  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I don't play any games.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 038561  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I actually don't play any.  
 Q5.0/5.1 Angry Birds: Yes.  
           Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: Yes.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 039151  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 None.  
 Q5.0/5.1 Angry Birds: Yes.  
           Backflip Madness: No.  
           Bejeweled: Yes.  
           Cut the Rope: No.  
           God of Blades: No.  
           Mini Motor Racing: No.  
           Plants vs. Zombies: No.  
           Ski Safari: No.  
           Wild Blood: No.  
           Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 040059  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, Angry Birds, Cake Makers  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, let me see, Words with Friends. None I can think of.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 040311  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Oh let's see, Angry Birds and there's Minecraft.  
 Q4.1 [Other names of electronic games]  
 Q4.1 That's about it.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Don't know.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.



RESP\_ID 040365  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Uh, I don't play games.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 042678  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds on my phone or computer. Sudoku, StarCraft Warcraft, Ninja Kiwi.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Not really, I mean I'm sure there are a lot more so any of the Wii games.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: Yes.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 044691  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 I know a lot of games. Angry Birds, Temple Run, Talking Dogs, Minecraft, Pet Shop, Draw Free, Subway Surfers. Um, Mario Brothers and Smash Brothers.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, Kirby String Um, that's about it.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 046578  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Mm, hm, I always do jigsaw puzzles and Solitaire and that's about it and Coin Dozer.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: Yes.  
 Wild Blood: No.  
 Pesky Poodles: Yes.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 Yes.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 047529  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Ah, on a smartphone or on a console. Ah, Ratchet and Clank, it's a video game.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Candy Crush, it's a Facebook game.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 048154  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, Brick Breaker.  
 Q4.1 [Other names of electronic games]  
 Q4.1 That's it.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 049273  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Mm, not really, Jewel Quest is the only one.  
 Q4.1 [Other names of electronic games]  
 Q4.1 None, not off the top of my head.  
 Q5.0/5.1 Angry Birds: Yes.  
 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 049866  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Angry Birds, Mario games, Madden NFL, Candy Crush Saga, Temple Run, Fruit Ninja.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Unblock.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 Yes.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 Yes.

RESP\_ID 050237  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Oh gee, games on smartphone or game system. Um, Angry Birds, Words with Friends, um, Ruzzle. Um, Solitaire. Um, Unblock Me, um, that's it.  
 Q4.1 [Other names of electronic games]  
 Q4.1 Um, Bejeweled.  
 Q5.0/5.1 Backflip Madness: No.  
 Cut the Rope: No.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: No.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 Yes.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 Yes.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP\_ID 051089  
 Phone type Cell phone  
 Age 35 to 49  
 Gender Female  
 Q4.0 [Names of electronic games]  
 Q4.0 Um, what was that one called? Angry Birds that was the one.  
 Q4.1 [Other names of electronic games]  
 Q4.1 No others.  
 Q5.0/5.1 Backflip Madness: No.  
 Bejeweled: Yes.  
 Cut the Rope: Yes.  
 God of Blades: No.  
 Mini Motor Racing: No.  
 Plants vs. Zombies: Yes.  
 Ski Safari: No.  
 Wild Blood: No.  
 Pesky Poodles: No.  
 Q6.0 [Played electronic games in past month]  
 Q6.0 No.  
 Q6.1 [Likely to play electronic games in next month]  
 Q6.1 No.  
 Q7.0 [Purchased electronic games in past month]  
 Q7.0 No.  
 Q7.1 [Likely to purchase electronic games in next month]  
 Q7.1 No.  
 Q8.0 [Downloaded free electronic games in past month]  
 Q8.0 No.  
 Q8.1 [Likely to download free electronic games in next month]  
 Q8.1 No.

RESP_ID	051843
Phone type	Cell phone
Age	35 to 49
Gender	Female
Q4.0	[Names of electronic games]
Q4.0	Um, Angry Birds, that's it. Fruit Ninja, something about jewels.
Q4.1	[Other names of electronic games]
Q4.1	That's all I got.
Q5.0/5.1	Backflip Madness: No.
	Bejeweled: Yes.
	Cut the Rope: No.
	God of Blades: No.
	Mini Motor Racing: No.
	Plants vs. Zombies: No.
	Ski Safari: No.
	Wild Blood: No.
	Pesky Poodles: No.
Q6.0	[Played electronic games in past month]
Q6.0	No.
Q6.1	[Likely to play electronic games in next month]
Q6.1	No.
Q7.0	[Purchased electronic games in past month]
Q7.0	No.
Q7.1	[Likely to purchase electronic games in next month]
Q7.1	No.
Q8.0	[Downloaded free electronic games in past month]
Q8.0	No.
Q8.1	[Likely to download free electronic games in next month]
Q8.1	No.

# Appendix B

## APPENDIX B

### OTHER UNAIDED GAME NAMES



# APPENDIX B

## OTHER UNAIDED GAME NAMES (Q4.0/Q4.1)

<u>GAME NAME</u>	<u>NUMBER OF MENTIONS</u>	<u>PERCENT (n=401)</u>
007	1	0.25%
1602 A.D.	1	0.25%
2K13	2	0.50%
3 Horn	1	0.25%
3D Golf	1	0.25%
3D Racing	1	0.25%
4 Pics 1 Word	10	2.49%
Air Control	1	0.25%
alphabet game	1	0.25%
American Idol Karaoke	1	0.25%
Animal Jam	1	0.25%
Angry Birds Rio	1	0.25%
Angry Birds Space	1	0.25%
Angry Birds Star Wars	1	0.25%
AR games	1	0.25%
Are You Smarter Than a 5th Grader?	2	0.50%
Assassin's Creed	5	1.25%
Assassin's Creed 2	1	0.25%
Assassin's Creed 3	1	0.25%
Assassin's Creed: Brotherhood2	1	0.25%
Asteroids	3	0.75%
Atari	2	0.50%
Backbreaker	2	0.50%
Backgammon	1	0.25%
Bad Piggies	3	0.75%
Barbie Fashion	1	0.25%
Basketmania	1	0.25%
Batman	1	0.25%
Batman Arkham Asylum	2	0.50%
LEGO Batman	1	0.25%
Battlefield	4	1.00%
Battlefield 4	1	0.25%
Battleship	1	0.25%
Battle Nations	1	0.25%
Beersheba	1	0.25%
Cabela's Big Game Hunter	2	0.50%
Bike Race	4	1.00%
Bingo	1	0.25%
Bingo Bash	1	0.25%
BINGO Blitz	1	0.25%
BioShock	2	0.50%
BioShock Infinite	1	0.25%
Blackjack	3	0.75%

<u>GAME NAME</u>	<u>NUMBER OF MENTIONS</u>	<u>PERCENT (n=401)</u>
Blitz	1	0.25%
Block Puzzle	1	0.25%
Boggle	1	0.25%
Bookworm	1	0.25%
Borderlands	2	0.50%
bowling	3	0.75%
Brick Breaker	2	0.50%
Bubbles	2	0.50%
Bubble Blaster	2	0.50%
Bubble Blitz	1	0.25%
Bubble Burst	2	0.50%
Bubble Hunt	1	0.25%
Bubble Magic	1	0.25%
Bubble Pop	1	0.25%
Bubble Shooter	1	0.25%
Bubble Witch	2	0.50%
Cake Makers	1	0.25%
Call of Duty	27	6.73%
Call of Duty: Black Ops	10	2.49%
Call of Duty: Modern Warfare	4	1.00%
Call of Duty: Modern Warfare 3	1	0.25%
Call of War	1	0.25%
Candy Blitz - Crushing Saga	1	0.25%
Candy Cruncher	1	0.25%
Candy Crush	16	3.99%
Candy Crush Saga	3	0.75%
car drag racing	1	0.25%
card games	1	0.25%
car games	1	0.25%
Care Bears	1	0.25%
casino slot machine	1	0.25%
casino games	2	0.50%
checkers	1	0.25%
chess	4	1.00%
Chisel	2	0.50%
Chrono Trigger	1	0.25%
Castle Run	1	0.25%
CastleVille	1	0.25%
CityVille	3	0.75%
Sid Meier's Civiliation	3	0.75%
Clash of Clans	2	0.50%
Coin Dozer	2	0.50%
Comceptra	1	0.25%
Contra	1	0.25%
Contract Killer 2	1	0.25%
Crackdown	1	0.25%
Crazy Taxi	1	0.25%
Cribbage	1	0.25%

<u>GAME NAME</u>	<u>NUMBER OF MENTIONS</u>	<u>PERCENT (n=401)</u>
Cricket	1	0.25%
Crime City	1	0.25%
crossword puzzles	4	1.00%
Cut the Fruit	1	0.25%
dancing games	2	0.50%
Dance Dance Revolution	1	0.25%
Deal or No Deal	2	0.50%
Descent	1	0.25%
Diablo	1	0.25%
Diamond Twister	1	0.25%
Dice with friends	1	0.25%
Dirt Bike	1	0.25%
Dominoes	1	0.25%
Donkey Kong	4	1.00%
Doodle Jump	4	1.00%
Doodle Squares	1	0.25%
Downhill Extreme	1	0.25%
Drag Racer	1	0.25%
Dragon	1	0.25%
Dragon Mania	1	0.25%
DragonVale	1	0.25%
Draw	2	0.50%
Draw Free	1	0.25%
Draw Something	6	1.50%
Drawing With Friends	1	0.25%
Drive By	1	0.25%
Drop7	1	0.25%
Duke Nukem	2	0.50%
Dungeons & Dragons	2	0.50%
EA Sports	2	0.50%
EA Sports Hockey	1	0.25%
The Elder Scrolls	2	0.50%
Epic Mickey	1	0.25%
Equestria	1	0.25%
Everclass	1	0.25%
Evolution	1	0.25%
F-Zero	1	0.25%
Facebook games	2	0.50%
Facepin	1	0.25%
Fallout	2	0.50%
Fallout 3	1	0.25%
Family Feud	4	1.00%
Farm Frenzy	1	0.25%
FarmVille	5	1.25%
Fatal Frame	1	0.25%
FIFA Soccer	3	0.75%
Final Fantasy	6	1.50%
Finding Nemo	1	0.25%

<u>GAME NAME</u>	<u>NUMBER OF MENTIONS</u>	<u>PERCENT (n=401)</u>
Finger Basketball	1	0.25%
first-person shooter games	1	0.25%
Fish Kingdom	1	0.25%
Flow	4	1.00%
Flow Free	3	0.75%
Flying Penguin	1	0.25%
football	2	0.50%
Forza Motorsport	1	0.25%
FreeCell	3	0.75%
Free Zombies	1	0.25%
Froggy Jump	1	0.25%
Fruit Ninja	25	6.23%
Game Boy	1	0.25%
GameCube	2	0.50%
Gears of War	6	1.50%
Genesis	1	0.25%
gem game	1	0.25%
diamond game	1	0.25%
Gin rummy	1	0.25%
Glass Tower 2	1	0.25%
God Finger	1	0.25%
God of War	4	1.00%
golf game	3	0.75%
Grand Theft Auto	7	1.75%
Guess That Song	1	0.25%
Guild Wars	1	0.25%
Guitar Hero	2	0.50%
Halo	18	4.49%
Halo 4	1	0.25%
Hangman	2	0.50%
Hanging With Friends	3	0.75%
Hay Day	1	0.25%
Hearts	3	0.75%
helicopter game	1	0.25%
Hill Climber	1	0.25%
Hill Climb Racing	2	0.50%
hockey	2	0.50%
Hooked on Words	1	0.25%
Hot Wheels	1	0.25%
Hungry Shark	1	0.25%
The Hunter	1	0.25%
Icomania	1	0.25%
Infinity Blade	1	0.25%
Instagram	1	0.25%
iPad games	2	0.50%
iPhone games	1	0.25%
Isle Tomb	1	0.25%
Jetpack Joyride	4	1.00%

<u>GAME NAME</u>	<u>NUMBER OF MENTIONS</u>	<u>PERCENT (n=401)</u>
Jeopardy	2	0.50%
Jewel Quest	2	0.50%
Jewels	1	0.25%
jigsaw puzzles	1	0.25%
Joust	1	0.25%
Just Dance	3	0.75%
Kick the Boss	1	0.25%
King of Fighters	1	0.25%
Kingdom Hearts	1	0.25%
Kirby string	1	0.25%
Knights of the Old Republic	1	0.25%
League of Legends	2	0.50%
League of Soccer	1	0.25%
Left 4 Dead	1	0.25%
Lexulous	1	0.25%
Little Big Planet	1	0.25%
LocoRoco	1	0.25%
logical games	1	0.25%
Logo Quiz	3	0.75%
Luigi's Mansion	1	0.25%
Luxor	1	0.25%
Madcoaster	1	0.25%
Madden NFL	9	2.24%
John Madden Football	8	2.00%
Madden NFL 13	1	0.25%
Mahjong	2	0.50%
Mario	10	2.49%
Super Mario	4	1.00%
Super Mario Sunshine	1	0.25%
Mario games	1	0.25%
Mario Bros.	11	2.74%
Super Mario Bros.	4	1.00%
Mario Kart	7	1.75%
Super Mario Kart	1	0.25%
Super Mario Kart Double Dash	1	0.25%
Mario Party	1	0.25%
Mass Effect	3	0.75%
math games	1	0.25%
Mega Red	1	0.25%
Metroid Prime	1	0.25%
Michael Jackson	1	0.25%
Midnight Club	1	0.25%
Midnight Pool	1	0.25%
The Mind Bender	1	0.25%
Minecraft	15	3.74%
Minecraft Mobile	1	0.25%
Minesweeper	2	0.50%
missing objects game	1	0.25%

<u>GAME NAME</u>	<u>NUMBER OF MENTIONS</u>	<u>PERCENT (n=401)</u>
Missile Defense	1	0.25%
MLB	1	0.25%
Monsters	1	0.25%
Monster Jam	1	0.25%
Monster Pet Shop	1	0.25%
The Moron Test	1	0.25%
Mortal Kombat	1	0.25%
Music Quiz	1	0.25%
Mustachify	1	0.25%
Muzzle Picart	1	0.25%
My Little Pony	1	0.25%
My Spins	1	0.25%
Mystery Manor	1	0.25%
NASCAR racing	1	0.25%
NBA	2	0.50%
NBA 2K	3	0.75%
NBA 2K13	2	0.50%
NBA Basketball	2	0.50%
NBA Jam	1	0.25%
NBA Live	1	0.25%
NCAA Football	2	0.50%
NFL	1	0.25%
NHL 2K13	1	0.25%
Need For Speed	7	1.75%
Need for Speed Shift	1	0.25%
Nerf	1	0.25%
Ninja Giaden	1	0.25%
Ninja Kiwi	1	0.25%
Ninja	3	0.75%
Nintendo	5	1.25%
Super Nintendo	1	0.25%
Nintendo DS	3	0.75%
online multiplayer game	1	0.25%
Oregon Trail	2	0.50%
Pac-Man	16	3.99%
Ms. Pac-Man	2	0.50%
Pandora	1	0.25%
Paper Football	1	0.25%
Paplinko	1	0.25%
Parcheesi	1	0.25%
Parking Free	1	0.25%
Penguin Jump	1	0.25%
Penguin Run	1	0.25%
Pet Shop	2	0.50%
Phase 10	1	0.25%
Phone Pop	1	0.25%
Phrases With Friends	1	0.25%
Pictionary	2	0.50%

<u>GAME NAME</u>	<u>NUMBER OF MENTIONS</u>	<u>PERCENT (n=401)</u>
Pikmin	1	0.25%
Pikmin 2	1	0.25%
Pimple Popper	1	0.25%
Playstation	5	1.25%
PSP (Playstation Portable)	3	0.75%
Playstation 2	1	0.25%
Playstation 3	2	0.50%
Plumber Crack	1	0.25%
Pokémon	4	1.00%
Poker	2	0.50%
Pong	1	0.25%
Pool Master	1	0.25%
Pop Icon Quiz	1	0.25%
The Price is Right	2	0.50%
Press Your Luck	1	0.25%
Pudding Monsters	1	0.25%
Pux	1	0.25%
puzzle games	1	0.25%
race car	1	0.25%
Rapala Rishing	1	0.25%
Ratchet & Clank	1	0.25%
Real Basketball	1	0.25%
Real Racing	1	0.25%
Red Bird	1	0.25%
Red Dead Redemption	2	0.50%
Rock Band	1	0.25%
role-playing games	1	0.25%
RollerCoaster Tycoon	1	0.25%
Ruby Blast	1	0.25%
Rummikub	1	0.25%
Rush Hour	1	0.25%
Ruzzle	10	2.49%
Scoops	1	0.25%
Scrabble	5	1.25%
Scrabble Scramble	1	0.25%
Scramble	2	0.50%
Scramble With Friends	6	1.50%
Scribblenauts	1	0.25%
Shark Attack	2	0.50%
shoot-'em-up games	1	0.25%
Silent Hill	2	0.50%
Sim City	2	0.50%
The Simpsons Tapped Out	1	0.25%
The Simpsons Trivia quiz	1	0.25%
The Sims	6	1.50%
Ski View	1	0.25%
Skylanders	1	0.25%
Skyrim	6	1.50%

<u>GAME NAME</u>	<u>NUMBER OF MENTIONS</u>	<u>PERCENT (n=401)</u>
Slotomania	1	0.25%
Smash Brothers	3	0.75%
Super Smash Brothers	1	0.25%
Smash Man	1	0.25%
Smurfs	1	0.25%
Snail Bob	1	0.25%
Snapchat	1	0.25%
soccer games	3	0.75%
Soccer Live	1	0.25%
Solitaire	29	7.23%
Solitaire Blitz	1	0.25%
Spider Solitaire	6	1.50%
Song Pop	3	0.75%
Sonic	2	0.50%
Space Invaders	1	0.25%
Space Shoot	1	0.25%
Spades	2	0.50%
Spider-Man	1	0.25%
Splinter Cell	1	0.25%
Split Pick	1	0.25%
StarCraft	2	0.50%
Star Wars	1	0.25%
Street Fighter	2	0.50%
Street Fighter II	1	0.25%
Subway Surfers	12	2.99%
Sudoku	4	1.00%
Surfer	1	0.25%
S.W.A.T.	1	0.25%
Talking Dogs	1	0.25%
Team Fortress 2	1	0.25%
Teenage Mutant Ninja Turtles	1	0.25%
Tekken	2	0.50%
Temple Run	40	9.98%
Temple Run 2	6	1.50%
Temple Run Oz	1	0.25%
tennis	1	0.25%
Tetris	17	4.24%
Texas HoldEm Poker	4	1.00%
Tic-Tac-Toe	1	0.25%
Ticket to Ride	1	0.25%
Tiger Woods	6	1.50%
Tiki	1	0.25%
Tiny Wings	2	0.50%
TrainStation	1	0.25%
trivia	1	0.25%
Tomb Raider	2	0.50%
Tony Hawk	1	0.25%
Touch Football	1	0.25%



<u>GAME NAME</u>	<u>NUMBER OF MENTIONS</u>	<u>PERCENT (n=401)</u>
Touch Hockey	1	0.25%
Toy Story	1	0.25%
Tumblebugs	1	0.25%
Twisted Metal	1	0.25%
Twitter	1	0.25%
UFC Undisputed	1	0.25%
Unblock	1	0.25%
Unblock Me	2	0.50%
UNO	2	0.50%
Uphill Battle 2	1	0.25%
Voom	1	0.25%
war games	1	0.25%
War of the Worlds	1	0.25%
Warcraft	1	0.25%
World of Warcraft	11	2.74%
We Rule	1	0.25%
WGT Golf	1	0.25%
Where's My Perry?	1	0.25%
Where's My Water?	1	0.25%
Wii	13	3.24%
Wii Resort	1	0.25%
Wii Sports	2	0.50%
Wipeout	1	0.25%
Wolfenstein	1	0.25%
Word Blast	1	0.25%
word games	1	0.25%
Word Minute	1	0.25%
Word Search	1	0.25%
Word Whomp	1	0.25%
Words with Friends	36	8.98%
Words for Fun	1	0.25%
World of Tanks	1	0.25%
Wreck-It-Ralph	1	0.25%
wrestling game	1	0.25%
X-Men	1	0.25%
Xbox	10	2.49%
Xbox 360	2	0.50%
Xbox KINECT games	1	0.25%
Zelda	3	0.75%
Legend of Zelda	3	0.75%
Legend of Zelda: Wind Waker	1	0.25%
Legend of Zelda: Ocarina of Time	1	0.25%
Legend of Zelda: Oracle of Seasons	1	0.25%
Zombie Wars	1	0.25%
Zuma	3	0.75%
Zynga Poker	2	0.50%

# Appendix C

## APPENDIX C

### SUPERVISOR INSTRUCTIONS

Ford Bubala & Associates  
16400 Pacific Coast Hwy., #211  
Huntington Beach, California 92649  
Telephone: 562/592-4581  
Facsimile: 562/592-3867

FB&A  
3/13  
#1680

## SUPERVISOR INSTRUCTIONS

### LIST OF MATERIALS

- Screener/Questionnaire
- Supervisor Instructions
- Interview Instructions
- Sample

If any materials are missing, or any instructions are unclear, please notify Dr. Gerald Ford immediately.

### STUDY OVERVIEW

This is a study among individuals who meet the survey screening criteria.

The protocol for this research study is a telephone interview.

### QUOTA

The desired quota for this research study is 400 completed interviews.

### SAMPLE

The sample for this study is a random digit telephone (cell phone and landline) sample.

### INTERVIEWING DATES/TIMES

Interviewing is to begin as scheduled and continue until the quota is complete.

Initial attempts to contact/screen prospective respondents are to be conducted during afternoon and evening hours on weekdays and during daytime hours on weekends, in the time zone of prospective respondents. Callbacks are to be attempted at any time during the day/evening when it is suggested that the prospective respondent will be available.

Generally, Interviewers are to make an initial call and five callbacks to reach a prospective respondent.

### SAMPLE SELECTION/REPLICATE USE

The sample has been sorted into replicate groups. Generally, for each replicate group, Interviewers are to make an initial call and five callbacks, when necessary, to each identified telephone number in the first replicate group before proceeding to the next replicate group.

### INTERVIEWER STAFFING

No one Interviewer should complete more than 10% (i.e., 40) of the total interviews.

#### SCREENER/QUESTIONNAIRE AND BRIEFING

Specific details involving the execution of the Screener/Questionnaire are outlined in the Interviewer Instructions and on the Screener/Questionnaire. Please read and review the Interviewer Instructions and the Screener/Questionnaire prior to the distribution of materials and the briefing of the Interviewers.

Although the Screener/Questionnaire employed in this study is short, it is important that the Screener/Questionnaire is handled properly and that the questions are read verbatim. It is also important to stress that the responses be recorded accurately.

All Interviewers participating in this study are to be briefed. During the briefing, go over the question-by-question instructions with the Interviewers. Stress the need for reading the questions exactly as they are printed on the Screener/Questionnaire and recording accurately the responses of the interviewees.

During the briefing, please hold a practice interview. The practice interview gives the Interviewers practice in the mechanics of the Screener/Questionnaire. Please do additional practice, as necessary, until you are confident the Interviewers know how to properly conduct the interviews and thoroughly understand the mechanics of the study.

#### VALIDATION

Please validate approximately 35% of each Interviewer's completed interviews by either telephone monitoring validation or telephone callback validation. Validation includes either monitoring or telephone callback confirmation of the responses to the next-birthday question through Q3.0 (landline) or Q1.0 through Q2.0 (cell phone) and participation in the survey. Identify validated interviews by the Respondent ID, Supervisor Name, and Date.

For quality control purposes, please monitor approximately 35% of each Interviewer's work, by telephone, on the questions and responses to Q4.0 through Interviewer Certification. Please identify quality control monitored interviews by entering the Respondent ID, Supervisor Name and Date.

#### SHIPMENT OF COMPLETED INTERVIEWS

##### Daily Shipments

You are to send daily, via e-mail the results of all completed Screeners/Questionnaires for each Interviewer.

On the first day of interviewing, you are to ship the signature page for all signed Supervisor and Interviewer Instructions. On subsequent interviewing days, ship the signature page for any additional signed Supervisor and Interviewer Instructions, for Supervisors or Interviewers who began work on this project after the initial survey briefing.

##### Final Shipment of Materials

You should retain possession of all unused survey materials until instructed by Ford Bubala & Associates to make a final shipment of all remaining materials. When you are instructed by Ford Bubala & Associates to make your final shipment of materials, you are to return all survey materials.

Consistent with the Marketing Research Association Guidelines, you are not to keep any copies or photocopies of any materials related to this study. All materials related to this study are to be returned.

Shipping costs for the return of any materials not shipped in the final shipment and/or charges for any materials that need to be returned to you for signature, etc., will be at your expense.

SHIPPING INFORMATION

Please use UPS or Federal Express for your deliveries to us.

IF YOU USE UPS:

- Please use UPS Next Day Air Letter envelopes.  
Ship Saver.
- UPS Account #75W369.

IF YOU USE FEDERAL EXPRESS:

- Please use FedEx Pak (soft) envelopes.  
Ship Standard.
- Federal Express #1108-3076-9.

When filling out the Air Bill, please put our study number, #1680, in the space marked "Reference Number."

Ship materials to:

Dr. Gerald Ford  
Ford Bubala & Associates  
16400 Pacific Coast Highway, Suite 211  
Huntington Beach, California 92649

SUPERVISOR INSTRUCTIONS  
SIGNATURE PAGE

Study #1680

Note: After reading and reviewing these instructions and procedures, along with the Interviewer Instructions, and the Screener/Questionnaire, please print your name and then sign this set of instructions.

\_\_\_\_\_  
Name (Please Print)

\_\_\_\_\_  
Signature

# Appendix D



## APPENDIX D

### INTERVIEWER INSTRUCTIONS

Ford Bubala & Associates  
16400 Pacific Coast Hwy., #211  
Huntington Beach, California 92649  
Telephone: 562/592-4581  
Facsimile: 562/592-3867

FB&A  
3/13  
#1680

## INTERVIEWER INSTRUCTIONS

### STUDY OVERVIEW

This is a study among individuals who meet the survey screening criteria.

The protocol for this research study is a telephone interview.

### QUOTA

The desired quota for this research study is 400 completed interviews.

### SAMPLE

The sample for this study is a random digit telephone (cell phone and landline) sample.

### SAMPLE SELECTION/REPLICATE USE

The sample has been sorted into replicate groups. Generally, for each replicate group, Interviewers are to make an initial call and five callbacks, when necessary, to each identified telephone number in the first replicate group before proceeding to the next replicate group.

### INTERVIEWER STAFFING

No one Interviewer should complete more than 10% (i.e., 40) of the total interviews.

### SCREENER/QUESTIONNAIRE PROCEDURES

All instructions for execution of the Screener/Questionnaire are on the Screener/Questionnaire. The instructions for execution of the Screener/Questionnaire are in all CAPITAL LETTERS.

In addition, please note the following:

- The Screener/Questionnaire utilized in this study is short; however, it is important (1) that the questions are read verbatim, and (2) that procedures are followed, and (3) that the responses are recorded accurately.
- Administer each Screener/Questionnaire in a completely uniform manner, reading each question exactly as it is written and allowing the respondent as much time as he/she desires to answer before proceeding to the next question. Do not change the wording of any question, and ask only the questions included on the Screener/Questionnaire. If a respondent indicates he/she does not understand a question or asks you to explain a question, simply repeat it exactly as worded on the Screener/Questionnaire. If necessary, repeat a question twice. If the respondent still does not understand or asks that the question be explained, terminate the interview.

- Do not allow a respondent to consult another person before responding to a question. If this situation occurs, the interview is to be terminated.
- At the completion of each interview, please certify the information on the Screener/Questionnaire by entering Respondent ID, Interviewer Name, and Date.
- Approximately 35% of your Screener interviews are to be validated by a Supervisor, either by telephone monitoring or by telephone callback confirmation of the responses to the next-birthday question through Q3.0 (landline) or Q1.0 through Q2.0 (cell phone) and participation in the survey.
- Approximately 35% of your Questionnaire interviews are to be telephone monitored by a Supervisor for quality control.
- In addition to your Supervisor, our firm will also conduct additional telephone validations of your completed interviews.

#### CALL/CALLBACK PROCEDURES

- Initial attempts to contact/screen prospective respondents are to be conducted during afternoon and evening hours on weekdays and during daytime hours on weekends, in the time zone of prospective respondents.
- Callbacks are to be attempted at any time during the day/evening when it is suggested that the prospective respondent will be available.
- In addition to the initial call, five additional callbacks should be attempted, if necessary, to complete a prospective respondent interview.

#### Incomplete Contacts

##### Terminated Contacts - No Callback

After dialing a telephone number, the attempt to prescreen/interview will be terminated and no callback attempted:

- (a) if it is determined that the number has been disconnected; or
- (b) if a prospective respondent refuses to participate/continue; or
- (c) if the prospective respondent with whom you need to speak will not be available during the time frame of the study; or
- (d) if there is a hearing or language problem; or
- (e) if the telephone number is a business or government agency.

Incomplete Contacts - Callback

For attempts to screen which result in a 'no answer,' a 'busy signal,' an 'answering machine/voice mail,' or for other procedurally incomplete contact reasons, proceed as follows:

(a) No Answer (after four rings)

Where callbacks are necessary, they are to be attempted during a different time frame and/or on a subsequent day.

(b) Answering Machine/Voice Mail/Computer Tone

Connection with an answering machine, voice mail, or computer tone should be treated the same as a 'no answer' (see above).

(c) Busy Signal

A connection which produces a busy signal should be treated as a 'no' answer (see above).

(d) Scheduled Callback

A callback occurs when a prospective respondent is not available at the time of your call and/or another person suggests a likely time to reach the prospective respondent.

INTERVIEWER INSTRUCTIONS  
SIGNATURE PAGE

Study #1680

Note: After reading and reviewing these instructions and procedures, please print your name and then sign this set of instructions and return it to your Supervisor.

\_\_\_\_\_  
Name (Please Print)

\_\_\_\_\_  
Signature

# Appendix E

APPENDIX E  
SAMPLE DISPOSITION REPORT  
LANDLINE

	<u>Number</u>
Total Attempted Contacts	14,253
Attempts with no contact (no answer, answering machine, computer tone, telephone disconnected, telephone busy, blocked call)	10,737
Attempts with contact	
- Business/government	305
- General/scheduled callback	10
- Refusal	2,015
- Language problem	92
- Q2.0 Age	15
- Respondent not available	209
- Interviewer terminated	12
- Over quota	655
Qualified contacts	
- Qualified refusal	3
- Completed Interviews	200
Total Eligible	203
Interview completion rate 200/203 = 98.52%	

APPENDIX E  
SAMPLE DISPOSITION REPORT  
CELL PHONE

	<u>Number</u>
Total Attempted Contacts	15,700
Attempts with no contact (no answer, answering machine, computer tone, telephone disconnected, telephone busy, blocked call)	10,640
Attempts with contact	
- Business/government	286
- General/scheduled callback	9
- Refusal	2,940
- Language problem	228
- Q1.0 Age	165
- Q2.0 Not personal phone	83
- Respondent not available	142
- Interviewer terminated	13
- Over quota	992
Qualified contacts	
- Qualified refusal	1
- Completed Interviews	201
Total Eligible	202
Interview completion rate 201/202 = 99.50%	



# Appendix F

## APPENDIX F

### TECHNICAL NOTE

Calculation of the interval range, at a 95% confidence level, if the research were based upon a census of the population is as follows:

$$\frac{x}{1.96} = \sqrt{\frac{pq}{n-1}}$$

x = the calculated (+/-) interval range

1.96 = the 95% confidence level for estimating the interval within which to expect the population proportion

pq = the measure of sample dispersion

n = the total sample size

The calculated response interval range for the fame of the Angry Birds mark among the general public is 84.29% +/-3.57% (i.e., if a census were taken, one would be 95% confident that the fame of the Angry Birds mark among the general public would be between 80.72% and 87.86%).



# Exhibit B

Publications Since 2003  
By Dr. Gerald L. Ford

ARTICLES

These articles are available @ [www.fordbubala.com/articles](http://www.fordbubala.com/articles)

"Survey Evidence - Successful Challenges Since Daubert" was published in 2003 in the International Trademark Association 125th Annual Meeting proceedings.

"Lanham Act Surveys: 2003" was published in 2003 in the American Intellectual Property Law Association annual proceedings. This paper, "Lanham Act Surveys: 2003," was reprinted in the 78th Intellectual Property Institute of Canada proceedings, 2004.

"Lanham Act Surveys: 2004" was published in the Law Education Institute National CLE Conference proceedings, 2005.

"Lanham Act Surveys: 2005" was presented at a meeting of the Intellectual Property Law Section of the State Bar of Georgia, 2006. This paper, "Lanham Act Surveys: 2005" was reprinted in the NAD Annual Conference proceedings, 2006, and in the Law Education Institute National CLE Conference proceedings, 2007.

"Intellectual Property Surveys: 2006" was electronically published on the members-only section of the INTA website.

"Intellectual Property Surveys: 2007" was electronically published on the members-only section of the INTA website.

"Intellectual Property Surveys: 2008-2009" was electronically published on the members-only section of the INTA website. This paper was reprinted in the USC Gould School of Law - 2010 Intellectual Property Institute proceedings. This paper was also reprinted in the Intellectual Property Owners Association Annual Meeting Proceedings, 2010 and the Proceedings of the California CPA Education Foundation, IP Damage Institute 2010.

"False Advertising Surveys January 1998 - December 2010" was published in the 2011 Practising Law Institute course handbook Hot Topics in Advertising Law 2011.

"Intellectual Property Surveys: 2010" was electronically published on the members-only section of the INTA website. This paper was reprinted in the Proceedings, Marques 25<sup>th</sup> Annual Conference, Baveno, Italy, 2011.

"Intellectual Property Surveys: Annual Cumulative Update 2010" was electronically published on the members-only section of the INTA website.

"Surveying the Evidence" was published in the Intellectual Property Magazine, May 2012.

ARTICLES - Page 2

"Intellectual Property Surveys: 2011-2012" was electronically published on the members-only section of the INTA website.

"Intellectual Property Surveys: Annual Cumulative Update 1998-2012" was electronically published on the members-only section of the INTA website.

BOOK CHAPTERS

"Survey Percentages in Lanham Act Matters," Trademark and Deceptive Advertising Surveys: Law, Science and Design, 1<sup>st</sup> ed., published by American Bar Association, 2012.

"Survey Evidence in U.S. Dilution Cases," Bereskin, International Trademark Dilution, 2013 ed., published by Thomson Reuters.

# Exhibit C

TRIAL TESTIMONY 1992 - 2013

2011

Facebook, Inc. v. Think Computer Corporation  
Trademark Trial and Appeal Board

Sara Lee Corporation v. Kraft Foods, Inc. et al.  
U.S. District Court, Northern District of Illinois

The Gap, Inc. and Gap (Apparel) LLC v. G.A.P Adventures Inc.  
U.S. District Court, Southern District of New York

2010

Clinique Laboratories LLC v. Absolute Dental Cheyenne, Inc.  
Trademark Trial and Appeal Board

2009

The Procter & Gamble Company v. Georgia-Pacific Consumer  
Products LP  
U.S. District Court, Southern District of Ohio

2008

Levi Strauss & Co. v. Abercrombie & Fitch Trading Co.  
U.S. District Court, Northern District of California

Google Inc. v. Nikolaus Gubernator  
Trademark Trial and Appeal Board

adidas America, Inc. and adidas AG v. Payless ShoeSource, Inc.  
U.S. District Court, District of Oregon

2007

Nissan Motor Co. Ltd. and Nissan North America, Inc. v. Nissan  
Computer Corporation and the Internet Center  
U.S. District Court, Central District of California

2006

Phillips-Van Heusen Corp., Calvin Klein, Inc., and Calvin Klein  
Trademark Trust v. Calvin Clothing Company, Inc. and Star Ride  
Kids, Inc.  
U.S. District Court, Southern District of New York

Joel D. Wallach v. Longevity Network, Ltd.  
U.S. District Court, Central District of California,  
Western District



Trial Testimony continued

2005

General Motors Corporation v. Chevy Duty, Inc.  
U.S. District Court, Eastern District of Michigan,  
Southern Division

2004

A&W Food Services of Canada Inc. and A&W Trade Marks Inc. v.  
McDonald's Restaurants of Canada Limited.  
Federal Court, Toronto, Canada

Callaway Golf Company v. Dunlop Slazenger Group Americas,  
Inc.

U.S. District Court for the District of Delaware

Nova Development v. Individual Software, Inc.  
Arbitration (JAMS)

The PE Corporation and Roche Molecular Systems, Inc. v. MJ  
Research Incorporated and Michael and John Finney  
U.S. District Court, District of Connecticut

2002

Sara Lee Corporation v. Kayser-Roth Corporation  
Trademark Trial and Appeal Board

Kirkbi AG and Lego Canada Inc. v. Ritvik Holdings Inc./  
Gestions Ritvik Inc. and Ritvik Toys Inc./Jouets Ritvik Inc.  
Federal Court of Canada, Toronto, Ontario

2001

Harrods Limited v. Sixty Internet Domain Names  
U.S. District Court, Eastern District of Virginia

The State of California Acting in a Higher Education Capacity  
by and through The Board of Trustees of the California State  
University v. Bello's Sporting Goods  
State of California, Superior Court, San Luis Obispo

2000

Rally Accessories, Inc. d/b/a/ Rally Manufacturing, Inc., v.  
Quest Industries, Inc.  
U.S. District Court, Southern District of Florida

Jack Daniel's Properties, Inc. v. Quest Associates, Ltd.  
Trademark Trial and Appeal Board

Trial Testimony continued

1999

Daimler Chrysler Corporation v. Ted L. Vanzant, dba Country Craft

U.S. District Court, Central District of California

Hewlett-Packard Company v. Nu-kote International, Inc.

U.S. District Court, Northern District of California

1998

Nexus Products Company v. Russ Calvin, Inc., et al.

Superior Court of California, County of Santa Barbara

1-800-FLOWERS, Inc. v. Michael Segura, d/b/a FLOWER STAR, et al.

U.S. District Court, Eastern District of New York

Haverly Systems, Inc. v. Omni Flow Computers, Inc.

Trademark Trial and Appeal Board

1997

Kendall-Jackson Winery, Ltd. v. E. & J. Gallo Winery

U.S. District Court, Northern District of California

Leonard Studio Equipment, Inc. v. Desmar Corporation and Meccanica Italiana Srl.

U.S. District Court, District of New Jersey

1996

Black & Decker (U.S.) Inc. v. GSL Engineering Ltd., GSL Consumer Products Ltd., GSL Rechargeable Products Ltd., et al.

U.S. District Court, Eastern District of Virginia

1995

Berner International Corporation v. Mars Sales Company

U.S. District Court, Western District of Pennsylvania

Mavrides, et al. v. Hammond, et al.

U.S. District Court, Northern District of California

Peter Morton, et al. v. Rank Organization, et al.

Arbitration, Los Angeles

1994

The Princeton Review Management Corp. v. Stanley H. Kaplan Educational Center, Ltd.

Arbitration, New York

Trial Testimony continued - 1994

Al-Site Corp. v. The Bonneau Company  
U.S. District Court, Central District of California

1993

American Professional Testing Service, Inc. v. Harcourt Brace  
Jovanovich Legal and Professional Publications, Inc.  
U.S. District Court, Central District of California

Devon Industries, Inc. v. American Medical Manufacturing, Inc.,  
et al.  
U.S. District Court, Central District of California

United Services of America Federal Credit Union dba USA Federal  
Credit Union v. USA Federal Credit Union  
U.S. District Court, Southern District of California

In re: Circuit Breaker Litigation  
U.S. District Court, Central District of California

P. Leiner Nutritional Products v. Pharmavite Corporation  
U.S. District Court, Central District of California

Mouldings, Inc. v. Kellogg Company  
U.S. District Court, District of Utah, Central Division

1992

Adray, et al. v. Adry-Mart, et al.  
U.S. District Court, Central District of California

Mag Instrument, Inc. v. Martin Heller et al.  
Superior Court of California, County of San Bernardino

Baldwin Corporation v. Frank Su Enterprise Corporation, Frank  
Su, and Decorators Accessories, Ltd.  
U.S. District Court, Central District of California

Mag Instrument Inc. v. Vermont American Corporation  
Trademark Trial and Appeal Board

Better Carpet Care, Inc., dba A-1 Carpet Care v. A-1 Carpet  
Market  
Superior Court of California, County of Orange

DEPOSITION TESTIMONY 1992 - 2013

2013

Kate Spade LLC v. Saturdays Surf LLC  
U.S. District Court, Southern District of New York

QS Wholesale, Inc. v. World Marketing, Inc.  
U.S. District Court, Central District of California,  
Southern Division

2012

Bath & Body Works Brand Management, Inc. v. Summit  
Entertainment, LLC  
U.S. District Court, Southern District of New York

2011

E. & J. Gallo Winery v. Proximo Spirits et. al.  
U.S. District Court, Eastern District of California

H-D Michigan, LLC v. Safety National Casualty Corporation  
Trademark Trial and Appeal Board

The Coca-Cola Company v. Pepsico, Inc.  
U.S. District Court, Southern District of Texas

Georgia-Pacific Consumer Products LP and Georgia-Pacific LLC  
v. Four-U-Packaging, Inc.  
U.S. District Court, Northern District of Ohio

Target Brands, Inc. and Target Corporation v. Fairweather Ltd.,  
International Clothiers Inc. and Les Ailes de La Mode  
Incorporees  
Federal Court, Toronto, Canada

Fortune Dynamic, Inc. v. Victoria's Secret Stores Brand  
Management, Inc.  
U.S. District Court, Central District of California

2009

Dixie Consumer Products LLC v. Huhtamaki Americas, Inc.  
U.S. District Court, Northern District of Georgia

Autodesk, Inc. v. Dassault Systèmes Solidworks Corporation  
U.S. District Court, Northern District of California

Deposition Testimony 2009 - continued

Good Sportsman Marketing LLC and IP Holdings, Inc. v. Non Typical Inc.

U.S. District Court, Eastern District of Texas

2008

Dayals (Fiji) Artesian Waters Limited v. Fiji Water Company LLC; Paramount International Expert, Ltd.; and Roll International Corporation

U.S. District Court, Central District of California

adidas American, Inc. and adidas AG v. Wal-Mart Stores, Inc.

U.S. District Court, District of Oregon

2007

HomeLife Communities Group v. HomeLife Realty Services, Inc. and HomeLife Securities, Inc.

U.S. District Court, Northern District of Georgia

Luppen Holdings, Inc. v. Pitney Bowes, Inc. & Staples, Inc.

U.S. District Court, Central District of California

E. & J. Gallo Winery v. Cantine Rallo, S.p.A.

U.S. District Court, Eastern District of California

adidas American, Inc. and adidas AG v. Kmart Corporation and Footstar, Inc.

U.S. District Court, District of Oregon

2006

NFL Properties LLC v. AllAuthentic Corporation

U.S. District Court, Southern District of New York

The Board of Trustees of the University of Alabama v. New Life Art, Inc. and Daniel A. Moore

U.S. District Court, Northern District of Alabama

2005

Children's Medical Center of Dallas v. Columbia Hospital at Medical City Dallas Subsidiary, L.P.

U.S. District Court, Northern District of Texas

Deposition Testimony 2005 - continued

Board of Supervisors of the Louisiana State University and Agricultural and Mechanical College, Board of Regents of the University of Oklahoma, Ohio State University, University of Southern California, Pasadena Tournament of Roses, and The Collegiate Licensing Company v. Smack Apparel Company and Wayne Curtiss

U.S. District Court for the Eastern District of Louisiana

The Boyds Collection, Ltd. v. The Bearington Collection

U.S. District Court, Middle District of Pennsylvania

Mag Instrument, Inc. v. Dollar Tree Stores, Inc. and Dollar Tree Distribution, Inc.

U.S. District Court, Central District of California

2004

Nissan North America and Nissan Jidosha Kabushiki Kaisha dba Nissan Motor Co., Ltd v. Europacific Parts International, Inc. dba Service & Value Expeditors, and Interstate Automotive Distributors dba Genuine Parts Advantage and Metro Automotive

U.S. District Court, Central District of California

2003

XtraPlus Corporation v. Google, Inc.

U.S. District Court, Northern District of California

The Iams Company v. Nutro Products, Inc.

U.S. District Court, Southern District of Ohio

adidas America, Inc. and adidas-Salomon AG v. Steve Madden, Ltd., and Steve Madden Retail, Inc.

U.S. District Court, District of Oregon

2002

Masterfoods USA, a division of Mars, Incorporated v. Arcor USA, Incorporated, and Arcor S.A.I.C.

U.S. District Court, Western District of New York

Dioptics Medical Products, Inc. v. The Cooper Companies, Inc.

U.S. District Court, Northern District of California

2001

Manufacture des Montres Jaguar, S.A., Manufacturas de Montres Jaguar, S.L., and Festina, U.S.A., Inc. v. Jaguar Cars Limited, The Jaguar Collection Limited and Jaguar Cars, a division of Ford Motor Company

U.S. District Court, Southern District of New York

Deposition Testimony 2001 - continued

Magnivision, Inc. v. The Bonneau Company  
U.S. District Court, Central District of California

2000

Kelly Blue Book Company, Inc. v. Primedia Intertec National  
Market Reports, Primedia Intertec Inc., & Primedia Inc.  
U.S. District Court, Central District of California

JMYZ, Inc. v. The Gap, Inc. and Old Navy, Inc.  
U.S. District Court, Southern District of Florida

1999

In re: Certain Two-Handle Centerset Faucets and Escutcheons  
and Components Thereof  
U.S. International Trade Commission, Washington, D.C.

TriStar Pictures, Inc. and Zorro Productions, Inc. v. Del Taco,  
Inc. and Wongdoody  
U.S. District Court, Southern District of California

1997

Summit Bottling, Inc. v. Water Star Bottling, Inc. et al.  
U.S. District Court, District of Utah, Northern Division

Kellogg Company v. Exxon Corporation  
U.S. District Court, Western District of Tennessee

Galen Rowell and Richard Johnson v. Price/Costco  
U.S. District Court, Northern District of California

1996

Saban Entertainment, Inc. and Saban International, N.V. v.  
Rubie's Costumes Co., Inc.  
U.S. District Court, Eastern District of New York

Breath Asure, Inc. v. Merlin Offshore International, Inc. et  
al.  
U.S. District Court, Central District of California

Men's Wearhouse, Inc. v. T.H.C., Inc.  
U.S. District Court, Eastern District of Michigan

1995

Hugo Boss Fashions Inc., et al. v. Brookhurst, Inc., et al.  
U.S. District Court, Southern District of New York

Deposition Testimony 1995 - continued

Wilden Pump & Engineering Co. v. Charles Horvath (PTE), et al.  
U.S. District Court, Central District of California

Barbara Arner v. Sharper Image Corporation, Remington Products,  
et al.  
U.S. District Court, Central District of California

1993

The Famous Amos Chocolate Chip Cookie Corporation v. Wally Amos  
U.S. District Court, Northern District of California

Atari Games Corporation & Tengen, Inc. v. Nintendo of America  
U.S. District Court, Northern District of California

Calgene, Inc. v. Enzo Biochem, Inc.  
U.S. District Court, Eastern District of California

Health Net v. U.S.A. Healthnet Inc.  
U.S. District court, Central District of California



# Exhibit D

## PROFESSIONAL HISTORY

Dr. Gerald L. Ford  
**Ford Bubala & Associates**  
Peter's Landing, Suite 211  
16400 Pacific Coast Highway  
Huntington Beach, California 92649  
Telephone (562) 592-4581  
Facsimile (562) 592-3867



### EDUCATION

---

Doctor of Business Administration (D.B.A.)  
University of Southern California, 1977  
Master of Business Administration (M.B.A.)  
University of Southern California, 1969  
Bachelor of Arts (B.A.)  
San Jose State University, 1967

### PROFESSIONAL AFFILIATIONS

---

American Academy of Advertising  
American Marketing Association  
American Association for Public Opinion Research  
Council of American Survey Research Organizations  
International Trademark Association

### PROFESSIONAL EXPERIENCE

---

Ford Bubala & Associates (Principal), 1975 - Present  
Ford Bubala & Associates is a marketing and management consulting firm which provides a variety of consulting services in the areas of marketing management, marketing research, marketing planning, competitive evaluation, economic analysis, and strategy development.  
Ford Bubala & Associates has been retained to provide consulting assistance for a diverse base of companies in consumer products, industrial products, and service sectors of the economy.

### PRIOR EXPERIENCE

---

1970 - 1994

Emeritus faculty member, School of Business Administration, California State University, Long Beach. Teaching responsibilities included both graduate and undergraduate level courses. Courses taught covered a variety of subject areas, including marketing (e.g., marketing, marketing management, advertising, promotion, consumer behavior and marketing research) and management (e.g., principles of management; business policy and strategy; business policies, operations, and organizations; and integrated analysis).

# **EXHIBIT D**

# United States of America

## United States Patent and Trademark Office

### ANGRY BIRDS

**Reg. No. 3,976,576**

**Registered June 14, 2011**

**Int. Cls.: 9, 16, 28 and 41**

**TRADEMARK**

**SERVICE MARK**

**PRINCIPAL REGISTER**

ROVIO MOBILE OY (FINLAND CORPORATION)  
ANNANKATU 31-33C 37  
FI-00100 HELSINKI  
FINLAND

FOR: VIDEO GAMES FOR MOBILE DEVICES, PERSONAL COMPUTERS, CONSOLES, TABLETS; ELECTRONIC GAME PROGRAMS; DOWNLOADABLE ELECTRONIC GAME PROGRAMS; ELECTRONIC GAME SOFTWARE; COMPUTER GAME PROGRAMS; DOWNLOADABLE COMPUTER GAME PROGRAMS; INTERACTIVE GAME PROGRAMS; INTERACTIVE GAME SOFTWARE; APPARATUS FOR GAMES ADAPTED FOR USE WITH TELEVISION RECEIVERS; CINEMATOGRAPHIC APPARATUS; PROTECTIVE CARRYING CASES SPECIALLY ADAPTED FOR PHONES AND HANDHELD COMPUTERS, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38)

FOR: BOOKLETS AND MANUALS REGARDING VIDEO GAMES; BOOKS IN THE FIELD OF VIDEO GAMES; CALENDARS, CHILDREN'S BOOKS, COMIC BOOKS, ADDRESS BOOKS, COLORING BOOKS AND ACTIVITY BOOKS; BOOK COVERS; BOOKMARKS; ERASERS, GIFT WRAPPING PAPER, GIFT BOXES MADE OF CARDBOARD, INVITATION CARDS, MAGAZINES REGARDING GAMES, MEMO PADS, NOTE PADS, NOTEBOOKS; PAPER NAPKINS, PAPER PARTY HATS AND PARTY DECORATIONS MADE OF PAPER, PAPERBACK BOOKS, PENCIL SHARPENERS, PENS AND CRAYONS, PICTURE STORYBOOKS, PLAYING CARDS, POSTERS, POSTCARDS, RING BINDERS, RUBBER STAMPS, SCRATCH PADS, PAPER STAPLERS, STATIONERY, STATIONERY-TYPE PORTFOLIOS AND FOLDERS, STICKER ALBUMS, STICKERS, TRADING CARDS; GENERAL PURPOSE PLASTIC BAGS; PAPER DISHES; PROTECTIVE COVERS FOR NOTEBOOKS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50)

FOR: BOARD GAMES; ELECTRONIC GAME EQUIPMENT FOR PLAYING VIDEO GAMES, NAMELY, HAND HELD UNITS FOR PLAYING VIDEO GAMES OTHER THAN THOSE ADAPTED FOR USE WITH AN EXTERNAL DISPLAY SCREEN OR MONITOR; GAME CARDS; NON-ELECTRIC HAND-HELD SKILL GAMES, SOFT DOLLS, NOT FOR ANIMALS; PUZZLES; TOY ACTION FIGURES, NOT FOR ANIMALS; BALLOONS AND YO-YOS; PLUSH TOYS, NOT FOR ANIMALS; CHRISTMAS TREE DECORATIONS; TOY FIGURES ATTACHABLE TO PENCILS; PLUSH TOYS THAT CONNECT TO BELTS BY A HOOK; NON-ARTICULATED PVC FIGURES; AND RUBBER BALLS, IN CLASS 28 (U.S. CLS. 22, 23, 38 AND 50)

FOR: PROVIDING A WEB SITE FEATURING ENTERTAINMENT INFORMATION IN THE FIELDS OF ELECTRONIC GAME PROGRAMS, ELECTRONIC GAME PRODUCTS, AND ELECTRONIC GAME PROGRAMS AND PRODUCTS; TELEVISION PROGRAMS IN THE FIELD OF ENTERTAINMENT; ORGANIZING SPORTING EVENTS, NAMELY, SWIMMING MEET, SOCCER COMPETITION, BASEBALL COMPETITION, HOCKEY COMPETITION; ENTERTAINMENT SERVICES IN THE NATURE OF CREATION, DEVELOPMENT, AND PRODUCTION OF FILMS, ANIMATION OR ANIMATED FILMS, AND TELEVISION PROGRAMS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107)



*David J. Kappas*

Director of the United States Patent and Trademark Office

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

**Reg. No. 3,976,576** OWNER OF INTERNATIONAL REGISTRATION 1034096 DATED 3-4-2010, EXPIRES 3-4-2020.

SER. NO. 79-080,883, FILED 3-4-2010.

JOHN DALIER, EXAMINING ATTORNEY

**United States of America**  
United States Patent and Trademark Office

# ANGRY BIRDS

**Reg. No. 4,148,716**

**Registered May 29, 2012**

**Int. Cls.: 9 and 41**

**TRADEMARK**

**SERVICE MARK**

**PRINCIPAL REGISTER**

ROVIO ENTERTAINMENT LTD (FINLAND LIMITED LIABILITY COMPANY)  
P.O. BOX 65  
02151 ESPOO, FINLAND

FOR: COMPACT DISCS FEATURING GAMES, MUSIC OR VIDEOS, MOUSE PADS, SUNGLASSES, AND MOBILE PHONE ACCESSORIES, NAMELY, MOBILE PHONE STRAPS, CHARMS, CHARGERS, CASES, BATTERY CASES; DIGITAL MUSIC DOWNLOADABLE FROM THE INTERNET, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38)

FOR: PROVISION OF PRE-RECORDED, NON-DOWNLOADABLE DIGITAL MUSIC ONLINE BY MEANS OF MP3 WEBSITES ON A GLOBAL COMPUTER NETWORK, THE INTERNET AND VIA WIRELESS ELECTRONIC COMMUNICATION DEVICES; NON-DOWNLOADABLE DIGITAL MUSIC FROM THE INTERNET, VIA WIRELESS ELECTRONIC COMMUNICATION DEVICES; ENTERTAINMENT SERVICES, NAMELY, PROVIDING NON-DOWNLOADABLE PRE-RECORDED DIGITAL MUSIC PRESENTED TO MOBILE COMMUNICATIONS DEVICES VIA GLOBAL COMPUTER NETWORK AND WIRELESS NETWORKS, IN CLASS 41 (U.S. CLS. 100, 101 AND 107).

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF FINLAND REG NO 249429, DATED 7-15-2010, EXPIRES 7-15-2020

SER. NO 85-262,793, FILED 3-9-2011

FONG HSU, EXAMINING ATTORNEY



*David J. Kappas*

Director of the United States Patent and Trademark Office

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***  
**What and When to File:**

**First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

**Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.\*  
*See* 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***  
**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE:** Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.

# United States of America

United States Patent and Trademark Office

## ANGRY BIRDS

**Reg. No. 4,200,545**

ROVIO ENTERTAINMENT LTD (FINLAND CORPORATION)

**Registered Sep. 4, 2012**

KEILARANTA 17 C

FI-02150 ESPOO, FINLAND

**Corrected Mar. 12, 2013**

**Int. Cls.: 3, 14, 16, 18, 20, 21, 24, 25, 27, 29, 30, 32, 33, 34, 35, 36, 38 and 43**

FOR: BLEACHING PREPARATIONS AND BLEACHING SALTS AND BLEACHING SODAS FOR LAUNDRY USE; CLEANING, POLISHING, SCOURING AND ABRASIVE PREPARATIONS; SOAPS; PERFUMERY, ESSENTIAL OILS, COSMETICS, HAIR LOTIONS; DENTIFRICES; NON-MEDICATED TOILETRIES; MANICURE PREPARATIONS, NAMELY, ADHESIVES FOR ARTIFICIAL NAILS, NAIL CREAM, NAIL ENAMEL, NAIL GEL, NAIL POLISH, AND NAIL GLITTER; NON-MEDICATED SKIN AND FACIAL CLEANSERS; ADHESIVES FOR COSMETIC PURPOSES; AFTER-SHAVE LOTIONS; ANTIPERSPIRANTS; ANTISTATIC PREPARATIONS FOR HOUSEHOLD PURPOSES; AROMATICS, NAMELY, AROMATIC OILS, AROMATIC POTPOURRIS; MILLED AND PROCESSED QUILLAIA BARK FOR USE AS HAND-WASHING SOAP AND LAUNDRY SOAP; BATH SALTS; COSMETIC PREPARATIONS FOR BATHS; BEAUTY MASKS; BLEACHING SALTS; BLEACHING SODA; BLUING FOR LAUNDRY; COLOR-BRIGHTENING CHEMICALS IN THE NATURE OF WASHING PREPARATIONS FOR LAUNDRY USE; PAINT REMOVING PREPARATIONS; COSMETIC KITS COMPRISED OF LIPSTICK, LIP GLOSS, MASCARA, EYE-SHADOW; COSMETIC PREPARATIONS FOR SLIMMING PURPOSES; COTTON STICKS FOR COSMETIC PURPOSES; COTTON WOOL FOR COSMETIC PURPOSES; COSMETIC CREAMS; SKIN WHITENING CREAMS; CREAMS FOR LEATHER; DENTURE POLISHES; PREPARATIONS FOR CLEANING DENTURES; PERSONAL DEODORANTS; LAUNDRY DETERGENTS; HAIR DYES FOR COSMETIC PURPOSES; EAU DE COLOGNE; TOILET WATER; HAIR CREAM, HAIR GEL, SHAMPOOS, HAIR CONDITIONER AND HAIR MOISTENING PREPARATIONS; PERFUMES; LIPSTICKS; SKIN AND FACE CREAMS AND LOTIONS; FALSE NAILS; NAIL POLISHES AND VARNISHES AND THINNERS THEREFOR; SUN BLOCK; BLEACHING PREPARATIONS IN THE NATURE OF DECOLORANTS FOR COSMETIC PURPOSES; CAKE FLAVORINGS IN THE NATURE OF ESSENTIAL OILS; CLEANSING MILK FOR TOILET PURPOSES; EYEBROW COSMETICS; EYEBROW PENCILS; FABRIC SOFTENERS FOR LAUNDRY USE; FALSE EYELASHES; FLOOR WAX; HAIR DYES; HAIR SPRAY; LAUNDRY BLEACH; LAUNDRY PRE-SOAK; LAUNDRY STARCH; LOTIONS FOR COSMETIC PURPOSES; MAKE-UP; MAKE-UP POWDER; MAKE-UP PREPARATIONS; MAKE-UP REMOVING PREPARATIONS; MASCARA; MOUTH WASHES, NOT FOR MEDICAL PURPOSES; NAIL CARE PREPARATIONS; COSMETIC PENCILS; POLISH FOR FURNITURE AND FLOORING; POMADES FOR COSMETIC PURPOSES; POTPOURRIS FOR USE AS FRAGRANCES; PUMICE STONE; SANDPAPER; SCENTED WOOD; SHOE CREAM; SHOE POLISH; SHOE WAX; LAUNDRY STARCH; SOAP FOR BRIGHTENING TEXTILE IN

**TRADEMARK**

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*Sean Street Lee*

Acting Director of the United States Patent and Trademark Office



**Reg. No. 4,200,545** THE NATURE OF LAUNDRY SOAP; STARCH GLAZE FOR LAUNDRY PURPOSES IN THE NATURE OF LAUNDRY STARCH; SUN-TANNING PREPARATIONS; TISSUES IMPREGNATED WITH COSMETIC LOTIONS; VARNISH-REMOVING PREPARATIONS; DEPILATORY WAX; LAUNDRY WAX; POLISHING WAX; WAXES FOR LEATHER; DEPILATORY PREPARATIONS; PETROLEUM JELLY FOR COSMETIC PURPOSES; DECORATIVE FINGER NAIL DECALS FOR COSMETIC PURPOSES; INCENSE; FRAGRANCES; GEL SOAP, BAR SOAP; BUBBLE BATH; SHOWER GEL; TOOTHPASTE; MOUTHWASH; CLEANSING, TONING, MOISTURIZING AND EXFOLIATING PREPARATIONS FOR SKIN; BODY CREAM AND LOTION; HAND CREAM AND LOTION; SKIN CLEANSER AND NON-MEDICATED BODY SOAPS; PERFUMED BODY POWDER; BATH OIL; BABY OIL, BABY POWDER, BABY GEL AND BABY LOTION; LIP GLOSS, NON-MEDICATED LIP BALM; SACHETS FOR PERFUMING LINEN; MASSAGE OILS AND LOTIONS; AROMATHERAPY PREPARATIONS, NAMELY, NON-MEDICATED SKIN CREAMS WITH ESSENTIAL OILS FOR USE IN AROMATHERAPY, IN CLASS 3 (U.S. CLS. 1, 4, 6, 50, 51 AND 52).

FOR: PRECIOUS METALS AND THEIR ALLOYS; GOODS IN PRECIOUS METALS OR COATED THEREWITH, NAMELY, JEWELRY, BOXES, BASKETS; JEWELLERY, PRECIOUS STONES; HOROLOGICAL AND CHRONOMETRIC INSTRUMENTS; IMITATION JEWELLERY AND ORNAMENTS OF PRECIOUS METAL IN THE NATURE OF JEWELRY; BROOCHES; PENDANTS; NON-MONETARY COMMEMORATIVE COINS AND TOKENS FOR COLLECTING PURPOSES; CUFFLINKS; EARRINGS; GOLD THREAD JEWELRY; ORNAMENTS OF PRECIOUS METAL IN THE NATURE OF JEWELRY; JEWELRY OF IMITATION GOLD; JEWELLERY CASES; NECKLACES; RINGS; BRACELETS; MEDALS; MEDALLIONS; UNWROUGHT AND SEMI-WROUGHT PRECIOUS STONES AND THEIR IMITATIONS; STATUES AND STATUETTES OF PRECIOUS METAL; TIE CLIPS; CLOCKS, WATCHES AND STRUCTURAL PARTS AND STRUCTURAL FITTINGS THEREFOR; WATCH STRAPS, WATCH BANDS, WATCH CHAINS; CASES FOR POCKET WATCHES; CLOCKS AND WATCHES HAVING THE GAME FUNCTION; ELECTRIC CLOCKS AND ELECTRIC WATCHES; TABLE CLOCKS; POCKET WATCHES; STOPWATCHES; WALL CLOCKS; ALARM CLOCKS; CHRONOMETERS; ORNAMENTAL PINS; KEY CHAINS AND KEY CASES/CARRIERS OF PRECIOUS METAL AND/OR PRECIOUS STONES; BADGES OF PRECIOUS METAL; CASES FOR WATCHES (PRESENTATION); CASES FOR WATCHES AND CLOCKS; SUN DIALS; DIAMONDS; JEWELRY BOXES AND JEWELRY CASES OF PRECIOUS METAL; CHENILLE CUFF LINKS; STOCK PINS IN THE NATURE OF ORNAMENTAL PINS; FIGURINES IN THE NATURE OF STATUETTES OF PRECIOUS METAL; TROPHIES OF PRECIOUS METAL; COMMEMORATIVE COINS; KEY RINGS OF PRECIOUS METAL; INSIGNIAS OF PRECIOUS METAL; BADGES OF PRECIOUS METAL; PEARLS; ARTIFICIAL GEMSTONES IN THE NATURE OF UNWROUGHT AND SEMI-WROUGHT PRECIOUS STONES AND THEIR IMITATIONS, IN CLASS 14 (U.S. CLS. 2, 27, 28 AND 50).

FOR: WALL PAPER STENCILS, IN CLASS 16 (U.S. CLS. 2, 5, 22, 23, 29, 37, 38 AND 50).

FOR: LEATHER AND IMITATIONS OF LEATHER, AND GOODS MADE OF LEATHER AND IMITATIONS OF LEATHER, NAMELY, HANDBAGS, PURSES; ANIMAL SKINS, HIDES; TRUNKS AND TRAVELLING BAGS; UMBRELLAS, PARASOLS AND WALKING STICKS; WHIPS, HARNESS AND SADDLERY; BAGS, NAMELY, CARRY ALL BAGS; ATHLETIC BAGS; BATH BAGS IN THE NATURE OF TOILETRY BAGS SOLD EMPTY; BOOK BAGS; DIAPER BAGS; DUFFEL BAGS; SUIT CARRIERS BEING TRAVELLING BAGS; WAIST BAGS; ALL PURPOSE CARRYING BAGS, WEEKEND BAGS IN THE NATURE OF TOTE BAGS; WORK BAGS IN THE NATURE OF ATTACHÉ CASES; BACKPACKS; RUCKSACKS; KNAPSACKS; PURSES AND WALLETS; SUITCASES; ATTACHÉ CASES; CANVAS AND LEATHER SHOPPING BAGS; BANDS OF LEATHER; LEATHER SHOULDER BELTS; CALLING CARD CASES, VANITY CASES SOLD EMPTY; SCHOOL SATCHELS; SUITCASE HANDLES; TRAVELLING SETS COMPRISING LUGGAGE; TRAVELLING TRUNKS; UMBRELLA COVERS; UMBRELLA HANDLES; WALKING STICK SEATS; LUGGAGE BELTS; LUGGAGE TAGS, BEACH BAGS; BRIEFCASES; BOXES AND CASES OF LEATHER OR LEATHER BOARD; HANDBAGS; LEATHER STRAPS; MOUNTAINEERING STICKS; BRIEFCASE- TYPE PORTFOLIOS FOR CARRYING SHEET MUSIC; NET BAGS FOR

**Reg. No. 4,200,545** SHOPPING; SCHOOL BAGS; TOOL BAGS OF LEATHER OR IMITATIONS OF LEATHER SOLD EMPTY; VALISES; HUNTERS' GAME BAGS; BAGS, ENVELOPES AND POUCHES OF LEATHER FOR PACKAGING; HANDBAG FRAMES; SLING BAGS FOR CARRYING INFANTS; WHEELED SHOPPING BAGS; WHEELED BACKPACKS, DUFFEL BAGS AND SUITCASES; CARDBOARD TRUNKS AND WINE CARRYING CASES; CHAIN MESH PURSES, NOT OF PRECIOUS METAL; CLUTCH PURSES; COIN PURSES; COSMETIC PURSES; EVENING PURSES; LEATHER PURSES; PURSES, NOT OF PRECIOUS METAL; GARMENT BAGS FOR TRAVEL, IN CLASS 18 (U.S. CLS. 1, 2, 3, 22 AND 41). .

FOR: FURNITURE, MIRRORS, PICTURE FRAMES; GOODS OF WOOD, CORK, REED, CANE, WICKER, HORN, BONE, IVORY, WHALEBONE, SHELL, AMBER, MOTHER-OF-PEARL, MEERSCHAUM AND SUBSTITUTES FOR ALL THESE MATERIALS, OR OF PLASTICS, NAMELY, WORKS OF ART; OFFICE FURNITURE, PHOTOGRAPH FRAMES; DRESSING TABLES; EASY CHAIRS; BEDS AND WATER BEDS FOR NON-MEDICAL PURPOSES; WOOD BEDSTEADS; FURNITURE SCREENS; ARMCHAIRS; BAKER'S BREAD BASKETS NOT OF METAL; BENCHES; LETTER BOXES OF WOOD OR PLASTIC; CABINET WORK; CABINETS; CHESTS FOR TOYS; CORKS; HAIRDRESSER'S CHAIRS, DECK CHAIRS; DESKS; TABLES, DINNER WAGONS; HEAD-RESTS AS FURNITURE PARTS; DIVANS; LIBRARY SHELVES; LOCKERS; NON-ELECTRIC LOCKS NOT OF METAL; FURNITURE RACKS, NAMELY, COAT RACKS, HAT RACKS, PLANT RACKS, POT RACKS, AND STORAGE RACKS; SAW HORSES; SCHOOL FURNITURE; SEATS; SOFAS; TEA CARTS; UMBRELLA STANDS; COTS; CUPBOARDS; DISPLAY BOARDS; DRESSING TABLES; FOOTSTOOLS AND STOOLS; SHELVES; AIR CUSHIONS; AIR MATTRESSES FOR USE WHEN CAMPING; AIR PILLOWS; SLEEPING BAGS; BED FITTINGS, NOT OF METAL; NON-TEXTILE CURTAIN HOLDERS; CURTAIN HOOKS; CURTAIN RAILS; CURTAIN RINGS; CURTAIN RODS; CURTAIN ROLLERS; CURTAIN TIE-BACKS IN THE NATURE OF NON-TEXTILE CURTAIN HOLDERS; CUSHIONS; TOWEL DISPENSERS NOT OF METAL; MATTRESSES; PILLOWS; NON-METAL CLOTHES HOOKS AND COAT HANGERS; COAT STANDS; HAT STANDS; LADDERS OF WOOD OR PLASTICS; EMBROIDERY FRAMES; STATUES OF WOOD, WAX, PLASTER OR PLASTIC; FIRE SCREENS FOR DOMESTIC USE; NONMETAL AND NON-PAPER CONTAINERS FOR STORAGE OR TRANSPORT; STORAGE TANKS NOT OF METAL OR MASONRY FOR STORING TOYS; FILING CABINETS; CONTAINERS OF PLASTIC FOR PACKAGING PURPOSES; METAL-SUBSTITUTE PLASTIC FASTENERS, NAMELY, NAILS, WEDGES, NUTS, SCREWS, TACKS, BOLTS, RIVETS, AND CASTERS; DOOR STOPS OF PLASTIC OR WOOD; INFANT WALKERS; PLAYPENS FOR BABIES; SUPPORT PILLOWS FOR USE IN BABY SEATING EXCLUDING SAFETY SEATING FOR USE IN AUTOMOBILES; DECORATIVE MOBILES; CRADLES; COTS; AND CRIBS; HIGH CHAIRS FOR BABIES; FURNITURE CHESTS, CHESTS OF DRAWERS; WIND CHIMES; FLOWER-POT PEDESTALS; FLOWER-STANDS; DECORATIVE EDGING STRIPS OF PLASTICS AND/OR WOOD FOR USE WITH WINDOW FITTINGS; ORNAMENTS AND DECORATIONS FOR WINDOWS OR DOORS MADE OF OR FROM PLASTICS, WAX, WOOD, CORK, REED, CANE, WICKER, HORN, BONE, IVORY, WHALEBONE, SHELL, AMBER, MOTHER-OF-PEARL, MEERSCHAUM AND SUBSTITUTES FOR THESE MATERIALS; STEP LADDERS AND LADDERS NOT OF METAL, TOOL BOXES NOT OF METAL, NON-METAL GARDEN STAKES FOR PLANTS OR TREES; IMITATION FOODS FOR DISPLAY MADE OF PLASTIC MATERIALS, NAMELY, IMITATION DESSERTS, IMITATION CANDY, IMITATION CAKES, IMITATION FRUITS; FLAGPOLES, WORKS OF ART, FIGURINES AND STATUETTES AND SMALL DECORATIONS OR ORNAMENTS OF WOOD, CORK, REED, CANE, WICKER, HORN, BONE, IVORY, WHALEBONE, SHELL, AMBER, MOTHER-OF-PEARL, MEERSCHAUM AND SUBSTITUTES FOR THESE MATERIALS, OR OF WAX, PLASTER OR PLASTICS; PLASTIC KEY CARDS NOT ENCODED; BINS, NOT OF METAL; BOTTLE CLOSURES NOT OF METAL; BOTTLE RACKS; CORKS FOR BOTTLES; HOUSE NUMBERS, NOT OF METAL, NON LUMINOUS; IDENTITY PLATES, NOT OF METAL; INFLATABLE PUBLICITY OBJECTS; LETTER BOXES NOT OF METAL OR MASONRY; MAGAZINE RACKS; PLATE RACKS; CUP RACKS; UPRIGHT SIGNBOARDS OF WOOD OR PLASTIC, PLASTIC SEALING CLIPS FOR BAGS; INFLATABLE HEADRESTS IN THE NATURE OF BATH PILLOWS; DECORATIONS OF PLASTIC FOR FOODSTUFFS OR LUNCH BOXES; HANDHELD FLAT FANS, HANDHELD FOLDING FANS, NON-ELEC-

**Reg. No. 4,200,545** TRIC FANS FOR PERSONAL USE; BAMBOO CURTAINS, AND BAMBOO BLINDS, BEAD CURTAINS FOR DECORATION; BEAD CURTAINS; ORIENTAL SINGLE PANEL STANDING PARTITION, HANGING BOARDS IN THE NATURE OF JAPANESE STYLE PEGBOARDS USING POSITIONAL HOOKS FOR USE AS MOVABLE WALL PARTITIONS; ORIENTAL FOLDING PARTITION SCREENS; DRINKING STRAWS; KEYBOARDS FOR HANGING KEYS; MANNEQUINS; MEDICINE CABINETS; MATS, REMOVABLE, FOR SINKS; NAME PLATES, NOT OF METAL; NUMBER PLATES, NOT OF METAL; MIRROR TILES; PEGS NOT OF METAL; PLASTIC DOORKNOBS; WOOD STOOLS; BED PADS; CRIB BUMPERS , IN CLASS 20 (U.S. CLS. 2, 13, 22, 25, 32 AND 50). .

FOR: CONTAINERS FOR HOUSEHOLD OR KITCHEN USE; HOUSEHOLD OR KITCHEN UTENSILS, NAMELY, POT AND PAN SCRAPERS, ROLLING PINS, SPATULAS, TURNERS, WHISKS; COMBS AND BATH SPONGES, SCOURING SPONGES, CLEANING SPONGES; BRUSHES EXCLUDING PAINT BRUSHES, NAMELY, CLEANING BRUSHES FOR HOUSEHOLD USE, NAIL BRUSHES, HAIR BRUSHES; BRUSH-MAKING MATERIALS; ARTICLES FOR CLEANING PURPOSES, NAMELY, CLEANING CLOTHS, CLEANING COTTON, STEEL WOOL FOR CLEANING; STEEL WOOL; UNWORKED OR SEMI-WORKED GLASS EXCEPT GLASS USED IN BUILDING; GLASSWARE, PORCELAIN AND EARTHENWARE, NAMELY, BEVERAGE GLASSWARE, ORNAMENTS AND STATUETTES OF PORCELAIN AND EARTHENWARE; PORTABLE BABY BATH TUBS; BASKETS, FOR DOMESTIC USE NOT OF METAL; MUGS; NON-ELECTRIC FOOD BLENDERS; IRONING BOARDS; BOOT JACKS; STOPPERS FOR BOTTLES MADE OF/FROM CERAMICS, CHINA, GLASS, CRYSTAL, EARTHENWARE, TERRA-COTTA AND PORCELAIN; BOTTLES SOLD EMPTY; BOWLS; IRON KETTLES; SALAD BOWLS; NON-ELECTRIC WHISKS; RICE CHESTS; COLANDERS; HOUSEHOLD UTENSILS, NAMELY, STRAINERS; COOKING FUNNELS; FOOD PRESERVING JARS OF GLASS; COOKING GRATERS; CHOPSTICK CASES; ROLLING PINS FOR COOKING PURPOSES; LEMON SQUEEZERS IN THE NATURE OF CITRUS JUICERS; SHOE BRUSHES; SHOE HORNS; SHOE SHINE CLOTHS; BOXES OF METAL FOR DISPENSING PAPER TOWELS; MOUSE TRAPS; FLY SWATTERS; CANDLE EXTINGUISHERS NOT OF PRECIOUS METAL; FLOWER VASES; UPRIGHT SIGNBOARDS OF GLASS OR CERAMICS; COOKING SETS FOR OUTDOOR USE CONSISTING OF TIN CANS, TIN PANS, TIN POTS AND TIN PLATES; SOAP BOXES; BREAD BOARDS; BUCKETS; MEAL TRAYS, SERVING TRAYS; CAKE MOULDS; WAFFLE MOULDS; CANDLE RINGS; CANDLESTICKS; CANDY BOXES; COMB CASES; CHINA ORNAMENTS; CHINAWARE, NAMELY, ORNAMENTS AND STATUETTES OF CHINA; CHOPSTICKS IN THE NATURE OF COOKING UTENSILS; CLOTHES DRYING RACKS; CLOTHING STRETCHERS; CLOTHS FOR CLEANING; COCKTAIL STIRRERS; COFFEE FILTERS NOT OF PAPER BEING PART OF NON-ELECTRIC COFFEE MAKERS; NON-ELECTRICAL AND HAND-OPERATED COFFEE GRINDERS; COFFEE SERVICES; ELECTRIC HAIR COMBS; PASTRY BAGS; COOKERY MOULDS; COOKING POTS; ICE PAILS; PORTABLE COOLERS; CORKSCREWS; BOTTLES SOLD EMPTY; PLASTIC WATER BOTTLES SOLD EMPTY; BOTTLE OPENERS; DISHES; PLATES NOT OF PRECIOUS METAL; CHAMPAGNE BUCKETS; SHOWER CADDIES, NOT OF PRECIOUS METAL; HAIR BRUSHES; BRUSHES FOR CLOTHES; PLASTIC COASTERS; COFFEE CUPS; ALL PURPOSE HOUSEHOLD CONTAINERS; DRINKING GLASSES; DEMITASSE SETS CONSISTING OF CUPS AND SAUCERS; THERMAL INSULATED CONTAINERS FOR FOOD OR BEVERAGES; CORN COB HOLDERS; DECANTERS; SUGAR BOWL AND CREAMER PITCHERS SOLD AS A SET; DRINKING CUPS FOR INFANTS; PAPER CUPS; NON-METAL PIGGY BANKS; PLASTIC CUPS; TOOTHBRUSH CASES; SERVING UTENSILS, NAMELY, PIE SERVERS, CAKE TURNERS, SPATULAS, SCRAPERS AND CAKE SERVERS; COVERS FOR DISHES; COVERS FOR FLOWER POTS; CROCKERY, NAMELY, POTS, DISHES, DRINKING CUPS AND SAUCERS, BOWLS, SERVING BOWLS AND TRAYS; CUPS; DECANTERS; NON-ELECTRIC DEEP FRYERS; DISHES FOR SOAP; SOAP DISPENSERS; CLOTHES DRYING RACKS AND DISH DRYING RACKS FOR WASHING; DUSTBINS; EGG CUPS; FEEDING TROUGHS; FLOWER POTS; GLOVES FOR HOUSEHOLD PURPOSES; GOBLETS; GRATERS; NON-ELECTRIC GRIDDLES; HEAT-INSULATED CONTAINERS FOR FOOD OR BEVERAGES; HEATERS FOR FEEDING BOTTLES, NON-ELECTRIC; HOLDERS FOR FLOWERS AND PLANTS; ICE BUCKETS; ICE CUBE MOULDS; BEER MUGS, JUGS; KNIFE RESTS; KNOBS OF PORCELAIN; LAZY

**Reg. No. 4,200,545** SUSANS; LIQUEUR SETS COMPRISED OF CONTAINERS FOR ICE, GOBLETS, AND BEVERAGE GLASSWARE; LUNCH BOXES; MENU CARD HOLDERS; MESS-TINS; MIXING SPOONS; MOPS; NAPKIN HOLDERS; NAPKIN RINGS; NOZZLES FOR WATERING CANS; PADS FOR CLEANING; PANS; PAPER PLATES; PASTRY CUTTERS; PEPPER MILLS; PERFUMERY SPRAYERS SOLD EMPTY; PERFUME VAPORIZERS SOLD EMPTY; PICNIC BASKETS SOLD EMPTY; NON-METAL PIGGY BANKS; POT LIDS; POTS; SALT SHAKERS; PEPPER SHAKERS; SAUCEPANS; SAUCERS; SCOOPS; SCOURING PADS; SHAVING BRUSHES; SHIRT STRETCHERS; SHOE TREES; SOAP HOLDERS; SOUP BOWLS; SPICE SETS COMPRISED OF SPICE RACKS AND HAND-OPERATED SPICE GRINDERS; SPONGE HOLDERS; SPONGES FOR HOUSEHOLD PURPOSES; STANDS FOR SHAVING BRUSHES; STATUES OF PORCELAIN, TERRACOTTA OR GLASS; STATUETTES OF PORCELAIN, TERRA-COTTA OR GLASS; SYRINGES FOR WATERING FLOWERS AND PLANTS; TANKARDS; TEA STRAINERS; TEA CADDIES; COFFEE CADDIES; TEA INFUSERS; TEA SERVICES; TEAPOTS; TOILET BRUSHES; TOILET PAPER HOLDERS; TOILET SPONGES; TOOTHBRUSHES; TOOTHBRUSHES, ELECTRIC; TOOTHPICK HOLDERS, NOT OF PRECIOUS METAL; TOOTHPICKS; NAIL BRUSHES; LITTER TRAYS; TRIVETS; NON-ELECTRIC TROUSER PRESSES; TROUSER STRETCHERS; VACUUM BOTTLES; WAFFLE AND PANCAKE IRONS, NON-ELECTRIC; COOKERY AND BAKING IRONS, NON-ELECTRIC; WASHING BOARDS; RINSING TUBS; WATERING CANS; WATERING DEVICES, NAMELY, WATERING CANS AND WATERING POTS; POLISHING APPARATUS AND MACHINES FOR HOUSEHOLD PURPOSES, NON-ELECTRIC, NAMELY, FLOOR POLISH APPLICATORS MOUNTABLE ON A MOP HANDLE; WORKS OF ART, OF PORCELAIN, TERRA-COTTA OR GLASS; DECORATIVE ORNAMENTS FOR WINDOW OR DOORS MADE OF/FROM CERAMICS, CHINA, GLASS, CRYSTAL, EARTHENWARE, TERRA-COTTA OR PORCELAIN; MOUSE TRAPS; CONTAINERS FOR AROMATICS AND FRAGRANCES, NAMELY, POTPOURRI DISHES; REFRIGERATING BOTTLES SOLD EMPTY; BOXES OF GLASS; BROOMS; BUTTER DISHES; BUTTER DISH COVERS; CHEESE-DISH COVERS; CANDY BOXES, NOT OF PRECIOUS METAL; CLOTHES-PEGS; NON-ELECTRIC PORTABLE COLD BOXES IN THE NATURE OF THERMAL INSULATED CONTAINERS FOR FOOD OR BEVERAGES; COOKIE JARS; NON-ELECTRIC COOKING UTENSILS, NAMELY, GRILL COVERS, WIRE BASKETS, SPATULAS; EYEBROW BRUSHES; FRYING PANS; GARDENING GLOVES; POWDER PUFFS; SALT AND PEPPER SHAKERS; COOKIE CUTTERS; CRUETS, CRUET STANDS; DUSTERS; COCKTAIL SHAKERS; POWDER COMPACTS, NOT OF PRECIOUS METAL; PILL OR TABLET BOXES FOR PERSONAL USE; TISSUE PAPER BOX COVERS OF WOOD, OR PLASTIC; STANDS FOR TOOTH BRUSHES; FLOSS FOR DENTAL PURPOSES; HANDLES FOR DENTAL FLOSS; HOUSEHOLD CONTAINERS OF PRECIOUS METAL; HOUSEHOLD UTENSILS OF PRECIOUS METAL, NAMELY, POT AND PAN SCRAPERS, ROLLING PINS, SPATULAS, TURNERS, WHISKS; COFFEE SERVICES OF PRECIOUS METAL; COFFEE-POTS, NON-ELECTRIC, OF PRECIOUS METAL; KITCHEN CONTAINERS OF PRECIOUS METAL; NAPKIN HOLDERS AND RINGS OF PRECIOUS METAL; KITCHEN CONTAINERS OF PRECIOUS METALS; POWDER COMPACTS OF PRECIOUS METAL; OVEN MITTS; PILL CASES OF WOOD AND PLASTIC FOR PERSONAL USE; BARBECUE MITTS; POT HOLDERS; PORCELAIN OR EARTHENWARE DOORKNOBS, IN CLASS 21 (U.S. CLS. 2, 13, 23, 29, 30, 33, 40 AND 50). .

FOR: BED AND TABLE COVERS OF TEXTILE; HANDKERCHIEFS; NAPKINS OF TEXTILE; BANNERS OF TEXTILE; BATH LINEN; BED LINEN; BEDSPREADS; BED BLANKETS; COTTON CLOTH, FELT CLOTH; COVERS FOR CUSHIONS; DOOR CURTAINS; TOWELS; FLAGS OF TEXTILE; TOILET GLOVES; HOUSEHOLD LINEN; CLOTH LABELS; CLOTH NAPKINS FOR REMOVING MAKE-UP; MATTRESS COVERS; WASHING MITTS; MOSQUITO NETS; CURTAINS; PILLOWCASES; PLASTIC MATERIAL, NAMELY, SYNTHETIC FIBER FABRICS; QUILTS; TRAVELLING RUGS; TEXTILE SHEETS IN THE NATURE OF FLAT BED SHEETS AND FITTED BED SHEETS; SHROUDS; SILK FABRICS; TABLE LINEN; TABLE MATS NOT OF PAPER; TAPESTRIES OF TEXTILE; UPHOLSTERY FABRICS; WALL HANGINGS OF TEXTILE; BEDDING, NAMELY, BED SHEETS, BED LINEN, BED SPREADS; TEXTILE COVERS FOR NAPKIN OR TISSUE HOLDERS; CURTAIN HOLDERS OR TIE-BACKS OF TEXTILE; COTTON FABRICS; COVERLETS IN THE NATURE OF BEDSPREADS; FABRICS FOR TEXTILE USE; FACE TOWELS OF TEXTILE; FELT; FRIEZE; HEMP FABRIC;

**Reg. No. 4,200,545** VELVET; WOOLEN CLOTH; TISSUE PAPER BOX COVERS OF TEXTILE; COVERS OF FABRIC FOR DOOR KNOBS; FABRIC TABLE RUNNERS; KITCHEN LINENS, NAMELY, DISH TOWELS FOR DRYING, KITCHEN TOWELS, FABRIC PLACE MATS, WASHING MITTS, FABRIC TABLE RUNNERS, CLOTH COASTERS; BATH TOWELS; PLACE MATS OF LINEN; UNFITTED COVERINGS OF TEXTILE AND OF PLASTIC FOR FURNITURE; SHOWER CURTAINS; COTTON, POLYESTER AND/OR NYLON FABRIC, FABRIC OF IMITATION ANIMAL SKINS; GOLF TOWELS; DAMASK; ELASTIC WOVEN FABRICS FOR CLOTHING; SILK FABRICS FOR PRINTING PATTERNS; PRINTERS' BLANKETS OF TEXTILE; OILCLOTH FOR USE AS TABLECLOTHS; LINGERIE FABRIC; JERSEY FABRIC; FABRIC IMPERVIOUS TO GASES FOR AERONAUTICAL BALLOON; LININGS AND SHEETS OF TEXTILE FOR HOUSEHOLD PURPOSES, NAMELY, CURTAIN LINERS, IN CLASS 24 (U.S. CLS. 42 AND 50). .

FOR: FOOTWEAR, APRONS; SWIMWEAR, SWIMSUITS, BATHING SUITS; GLOVES; MITTENS; BELTS; BABIES CLOTHING, NAMELY, PAJAMAS, JACKETS, SHIRTS, JUMPERS; BABIES' NAPKINS OF TEXTILES IN THE NATURE OF CLOTH DIAPERS; BIBS, NOT OF PAPER; UNDERCLOTHING; SLEEP WEAR AND PAJAMAS; BATH ROBES; SUSPENDERS; HATS, CAPS, SUN VISORS, BERETS; BATHING AND SHOWER CAPS; MUFFS; EAR MUFFS; NECKWEAR, NECK TIES, CRAVATS, BOW TIES; SOCKS AND STOCKINGS, PANTYHOSE; GARTER BELTS, STOCKING AND PANT HOSE SUSPENDERS; SHOES, SPORT SHOES, SLIPPERS, BEACH SHOES; MASQUERADE COSTUMES; WORKING SLEEVES IN THE NATURE OF SUN SLEEVES; BANDANAS IN THE NATURE OF NECKERCHIEFS; BATH SANDALS; BATH SLIPPERS; SKI BOOTS; BOOTS; BRACES FOR CLOTHING IN THE NATURE OF SUSPENDERS; BRASSIERES; BREECHES FOR WEAR; CAMISOLES; COATS; CUFFS; FUR STOLE; HEADBANDS; JACKETS; JERSEYS; JUMPERS; OVERCOATS; PANTS; PARKAS; PULLOVERS; SANDALS; SCARVES; SHAWLS; SHIRTS; UNDERWEAR; SMOCKS; SPATS; BOOTS FOR SPORTS; SPORTS JERSEYS; SUITS; TROUSERS; UNIFORMS; WET SUITS FOR WATER SKIING; WRISTBANDS; GYMNASTICS SHOES; CLOTHING FOR GYMNASTICS, NAMELY, LEOTARDS, TIGHTS, T-SHIRTS; SASHES FOR WEAR; JOGGING SUITS; TROUSERS; JEANS; PANTS; TANK TOPS; SKIRTS; BLOUSES; SNOW SUITS; ROBES; SNEAKERS; BOOTIES; SLIPPER SOCKS; CLOAKS; CLOTH BIBS; CHAPS; BEACH COVER-UPS; DRESSES; JACKETS; LEOTARDS; OVERALLS; PONCHOS; RAINWEAR; SHORTS; SWEATERS; SWEATSHIRTS; BABIES' PANTS; WELTS FOR BOOTS; CLOTHING OF IMITATIONS OF LEATHER, NAMELY, COATS; CLOTHING OF LEATHER, NAMELY, SHIRTS, PANTS, COATS, DRESSES; COLLAR PROTECTORS; COLLARS; DETACHABLE COLLARS; CORSETS; CYCLISTS CLOTHING, NAMELY, CYCLING SHORTS AND JERSEYS; FOOTBALL BOOTS; FOOTBALL SHOES; PAPER CLOTHING, NAMELY, PAPER APRONS, PAPER HATS, PAPER SHOES USED WHEN GOING THROUGH METAL DETECTORS TO KEEP FEET AND SOCKS CLEAN; POCKETS FOR CLOTHING; READY-MADE LININGS AS PARTS OF CLOTHING; SARIS; SKULL CAPS; SPORTS SHOES; SWEAT-ABSORBENT UNDERCLOTHING; TEDDIES; WOODEN SHOES; VESTS; UNIFORMS; UNDERPANTS; TOP HATS; TOGAS, NON-SLIP SOLES FOR BOOTS AND SHOES; MOTORISTS' CLOTHING, NAMELY, GLOVES, JACKETS, RAIN SUITS; LEGGINGS; HOODS; HEELS; HEEL PIECES FOR BOOTS AND SHOES; HALF-BOOTS; GYMNASTIC SHOES; GALOSHES; GARTERS; FURS AS CLOTHING, NAMELY, CLOAKS, COATS, JACKETS, MUFFS, AND STOLE; HOODED SWEATSHIRTS; FLEECE SHIRTS; LOUNGEWEAR, LONG SLEEVE TOPS; ZIP THROUGH TOPS; JOGGING PANTS; FLEECE TOPS; KNIT FLEECE HATS; FASHION HEADGEAR, NAMELY, HEADBANDS; FLIP FLOPS; PLUSH SLIPPERS; PLUSH NOVELTY HATS, IN CLASS 25 (U.S. CLS. 22 AND 39). .

FOR: CARPETS, RUGS, MATS AND MATTING, NAMELY, DOOR MATS, FLOOR MATS; LINOLEUM AND COVERINGS FOR COVERING EXISTING FLOORS; NON-TEXTILE WALL HANGINGS; AUTOMOBILE CARPETS; BATH MATS; FLOOR COVERINGS; DOOR MATS; GYMNASTIC MATS; GYMNASIUM MATS; VINYL FLOOR COVERINGS; WALLPAPER, WALL PAPER OF VINYL [, WALL PAPER STENCILS ]; PLAY MATS, NAMELY, FOAM MATS FOR USE ON PLAY AREA SURFACES; CHILDREN'S PRINTED ACTIVITY RUGS; BEACH MATS; TAPESTRY IN THE NATURE OF WALL HANGINGS, NOT OF TEXTILE;

**Reg. No. 4,200,545** REED MATS; NONSLIP BATH TUB MATS, IN CLASS 27 (U.S. CLS. 19, 20, 37, 42 AND 50).

FOR: MEAT, FISH, POULTRY AND GAME; MEAT EXTRACTS; PRESERVED, FROZEN, DRIED AND COOKED FRUITS AND VEGETABLES; JELLIES, JAMS, COMPOTES; EGGS, MILK AND MILK PRODUCTS EXCLUDING ICE CREAM, ICE MILK AND FROZEN YOGHURT; EDIBLE OILS AND FATS; BOUILLON; BOUILLON CONCENTRATES; BROTH; BROTH CONCENTRATES; BUTTER; CAVIAR; CHEESE, CHEESE SNACKS, NAMELY, COTTAGE CHEESE, CHEESE SPREADS; CHEESE IN THE FORM OF DIPS, SPREADS AND STICKS; DAIRY PRODUCTS EXCLUDING ICE CREAM, ICE MILK AND FROZEN YOGURT; DAIRY PUDDINGS; FROSTED FRUITS; FROZEN FRUITS; PROCESSED AND DRIED FRUITS; VEGETABLE AND FRUIT JUICES FOR COOKING; FRUIT CHIPS; PROCESSED AND DRIED VEGETABLES; MARGARINE; MARMALADE; MEAT JELLIES; MEAT TINNED; BEVERAGES CONSISTING PRINCIPALLY OF MILK; SOYBEAN-BASED FOOD BEVERAGE USED AS A MILK SUBSTITUTE; MILK SHAKES; DAIRY PRODUCTS FOR MAKING MILK SHAKES, NAMELY, MILK; PRESERVED MUSHROOMS; PRESERVED ONIONS, PRESERVED OLIVES; GHERKIN; PREPARED NUTS; GINGER JAM; PASTES OF LIVER; PATE OF LIVER; COCOA BUTTER FOR FOOD PURPOSES; AND PEANUT BUTTER; PEANUTS, PROCESSED; LENTILS, PRESERVED; PEAS, PRESERVED; FRUIT PEEL; POTATO CHIPS; POTATO CRISPS; POTATO FRITTERS; SALADS EXCEPT MACARONI, RICE, AND PASTA SALAD; SAUERKRAUT; SAUSAGES; SESAME OIL; PREPARATIONS FOR MAKING SOUP; SOUPS; TOFU; VEGETABLE SALADS; VEGETABLE SOUP PREPARATIONS; WHIPPED CREAM; YOGHURT; PROCESSED, EDIBLE SEAWEED; PROCESSED, DRIED AND PRESERVED MEAT, FISH, POULTRY AND GAME; BACON; PREPARATIONS FOR MAKING BOUILLON; CHOCOLATE NUT BUTTER; CHARCUTERIE; HAM; CRYSTALLIZED FRUITS; FISH, TINNED; FRUIT JELLIES; FRUIT SALADS; MAIZE OIL; OLIVE OIL FOR FOOD; RAISINS; TOMATO PUREE; TINNED FRUITS AND VEGETABLES; SEAFOOD NOT LIVE; PROCESSED AND PRESERVED SEAFOOD; SEAFOOD, TINNED; PICKLES, IN CLASS 29 (U.S. CL. 46).

FOR: COFFEE, TEA, COCOA, SUGAR, RICE, TAPIOCA, SAGO, ARTIFICIAL COFFEE; FLOUR; ICES; HONEY, TREACLE; YEAST, BAKING-POWDER; SALT, MUSTARD; VINEGAR, SAUCES AS CONDIMENTS; SPICES; ICE; BREAKFAST CEREAL; BISCUITS; CAKE POWDER IN THE NATURE OF CAKE MIXES; EDIBLE DECORATIONS FOR CAKES; CAKE PREPARATIONS, NAMELY, FROSTING, ICING, CANDY DECORATIONS, AND CAKE MIXES; MALT FOR FOOD; SOYBEAN MALT EXTRACT FOR FOOD; MALT BISCUITS; RICE CAKES; SWEETS AND CANDIES; SUGAR CONFECTIONERY, CANDY BARS, CANDY MINTS; CHOCOLATE CONFECTIONERY; CHOCOLATE; CHOCOLATE-BASED BEVERAGES WITH MILK; CHOCOLATE-BASED BEVERAGES; CONFECTIONERY DECORATIONS FOR CHRISTMAS TREES; COFFEE-BASED BEVERAGES; COFFEE BEVERAGES WITH MILK; COFFEE FLAVORINGS, NAMELY, COFFEE FLAVORED SYRUPS USED IN MAKING FOOD BEVERAGES; MIXTURES AND PREPARATIONS FOR USE AS SUBSTITUTES FOR COFFEE, NAMELY, COFFEE ESSENCES AND EXTRACTS FOR USE AS SUBSTITUTES FOR COFFEE, ARTIFICIAL COFFEE OR VEGETABLE PREPARATIONS FOR USE AS COFFEE; COFFEE AND COFFEE-BASED BEVERAGES; TEA, NAMELY, GINSENG TEA, BLACK TEA, OOLONG TEA, BARLEY AND BARLEY-LEAF TEA; COOKIES; POPCORN; FLAVOURED POPCORN; CORN FLAKES; CONFECTIONERY CHIPS FOR BAKING; ICE-CREAM; CURRY; CAPERS; CUSTARD; CUSTARD MIXES AND POWDER; CEREAL FLAKES; FLAVOURINGS, OTHER THAN ESSENTIAL OILS; CONFECTIONERY ICES; FRUIT JELLY CONFECTIONERY IN THE NATURE OF FRUIT JELLY CANDY; GINGERBREAD; CHOCOLATE SYRUP; KETCHUP; LIQUORICE; NON-MEDICATED LOZENGES; MEAT PIES; MEAT TENDERIZERS FOR HOUSEHOLD PURPOSES; PANCAKES; PASTILLES; PASTRIES; PATE; CORN CHIPS; TORTILLAS; PEPPER; PIZZAS; PUDDINGS; RAVIOLI; ROYAL JELLY FOR HUMAN CONSUMPTION NOT FOR MEDICAL PURPOSES; THICKENING AGENTS FOR COOKING FOODSTUFFS; WASABI PASTE; SOY SAUCE; PASTAS, NOODLES AND VERMICELLI; SUSHI; VANILLA; WAFFLES; FROZEN YOGHURT; PRETZELS; ALMOND CONFECTIONERY, NAMELY, ALMOND PASTE AND ALMOND CAKE; AROMATIC PREPARATIONS FOR FOOD, NAMELY, EXTRACTS USED AS FLAVORING; STARCH-BASED BINDING

**Reg. No. 4,200,545** AGENTS FOR ICE CREAM; BREAD ROLLS; CAKES; CARAMELS; CHEWING GUM, NOT FOR MEDICAL PURPOSES; CORN MEAL; CRACKERS; CRISP BREAD SNACKS; FLOUR BASED SAVORY SNACKS; CEREAL BASED SNACK FOODS; EDIBLE ICES; GOLDEN SYRUP; ICE, NATURAL OR ARTIFICIAL; MACARONI; MARZIPAN; MAYONNAISE; OATMEAL; PEPPERS AS SEASONINGS; PIES; RUSKS; COOKING SALT; SANDWICHES; TOMATO SAUCE; SEASONINGS; SHERBETS; SPAGHETTI; SWEETMEATS; TARTS; WHEAT FLOUR; SALAD DRESSINGS; MEAT GRAVIES; FRUIT SAUCES EXCLUDING CRANBERRY SAUCE AND APPLE SAUCE; CONES FOR ICE CREAM; DESSERT PUDDINGS, IN CLASS 30 (U.S. CL. 46). .

FOR: BEERS; MINERAL AND AERATED WATERS, FRUIT DRINKS AND FRUIT JUICES; SYRUPS AND OTHER PREPARATIONS FOR MAKING BEVERAGES, NAMELY, SYRUP SUBSTITUTES FOR MAKING BEVERAGES; ALES; ALCOHOLIC AND NON-ALCOHOLIC BEERS; NON-ALCOHOLIC FRUIT DRINKS; NON-ALCOHOLIC FRUIT JUICES; NON-ALCOHOLIC FRUIT EXTRACTS USED IN THE PREPARATION OF BEVERAGES; NON-ALCOHOLIC WINES; PINEAPPLE JUICE BEVERAGES; APERITIVES, NON-ALCOHOLIC; COCKTAILS, NON-ALCOHOLIC; ENERGY DRINKS; NON-ALCOHOLIC BEVERAGES CONTAINING FRUIT JUICES; SYRUP FOR MAKING FRUIT JUICES AND FRUIT DRINKS; FRUIT NECTARS, NON-ALCOHOLIC; WHEY BEVERAGES; EXTRACTS OF HOPS FOR MAKING BEER; NON-ALCOHOLIC HONEY-BASED BEVERAGES; GINGER BEERS; ISOTONIC BEVERAGES; ICED FRUIT BEVERAGES; DRINKING WATER; VEGETABLE JUICES; COLA BEVERAGES; KVASS; SPRING WATER; LITHIA WATER; PREPARATIONS FOR MAKING LIQUEURS; NAMELY, ESSENCES USED IN THE PREPARATION OF LIQUEURS; LEMONADES; MILK OF ALMONDS; PEANUT MILK; MALT BEER; MALT-BASED PREPARATIONS FOR MAKING BEVERAGES, NAMELY, MALT SYRUP; ALMOND BEVERAGES; FLAVOURED WATERS; BEER WORT; FROZEN FRUIT BEVERAGES; LAGERS; PASTILLES FOR EFFERVESCING BEVERAGES; TABLE WATERS; BOTTLED WATER; GRAPE JUICE; MUST; SASSAPARILLA; SELTZER WATER; SHANDY; CIDER, NON-ALCOHOLIC; SODA WATER; SORBETS IN THE FORM OF BEVERAGES; STOUT; SPORTS DRINKS; EXTRACTS FOR MAKING BEVERAGES, NAMELY, EXTRACTS OF HOPS AND MALT FOR MAKING BEER; NON-ALCOHOLIC FRUIT EXTRACTS USED IN THE PREPARATION OF BEVERAGES; VEGETABLE JUICE; SOFT DRINKS; SYRUPS FOR MAKING SOFT DRINKS, IN CLASS 32 (U.S. CLS. 45, 46 AND 48). .

FOR: ALCOHOLIC BEVERAGES EXCEPT BEERS; DISTILLED SPIRITS OF RICE; APERITIFS; ALCOHOLIC BEVERAGES CONTAINING FRUIT; ALCOHOLIC EXTRACTS; ALCOHOLIC FRUIT EXTRACTS; DISTILLED SPIRITS; ALCOHOL ESSENCES; BRANDY; HARD CIDER; MEAD; PREPARED ALCOHOLIC COCKTAIL; LIQUEURS; SAKE; RAKI; SPIRITS; VODKA; WHISKY; RUM; GIN; WINE; COOKING WINE, IN CLASS 33 (U.S. CLS. 47 AND 49).

FOR: TOBACCO; MATCHES; ASHTRAYS; CIGARETTE PAPER; CIGAR CASES; CIGARETTE CASES; CIGAR CUTTERS; CIGAR HOLDERS; CIGARETTE FILTERS; MOUTHPIECES FOR CIGARETTE HOLDERS; CIGARETTE HOLDERS; CIGARETTE TIPS; CIGARETTES; CIGARETTES CONTAINING TOBACCO SUBSTITUTES; CIGARILLOS; CIGARS; LIGHTERS FOR SMOKERS; MATCH BOXES; MATCH HOLDERS; MATCHES; PIPE CLEANSERS FOR TOBACCO PIPES AND SMOKING PIPES; PIPE RACKS FOR SMOKING PIPES; TOBACCO PIPES; TOBACCO POUCHES; SNUFFBOXES; TOBACCO JARS, IN CLASS 34 (U.S. CLS. 2, 8, 9 AND 17).

FOR: ADVERTISING; BUSINESS MANAGEMENT; BUSINESS ADMINISTRATION; OFFICE FUNCTIONS; WHOLESALE STORE SERVICES, RETAIL STORE SERVICES, AND MAIL ORDER CATALOG SERVICES FEATURING GAMES FOR MOBILE DEVICES, GAMES FOR PERSONAL COMPUTERS, GAMES FOR CONSOLES, GAMES FOR TABLETS, ELECTRONIC GAME PROGRAMS, DOWNLOADABLE ELECTRONIC GAME PROGRAMS, ELECTRONIC GAME SOFTWARE, COMPUTER GAME PROGRAMS, DOWNLOADABLE COMPUTER GAME PROGRAMS, INTERACTIVE GAME PROGRAMS, INTERACTIVE GAME SOFTWARE, PROTECTIVE CARRYING CASES SPECIALLY ADAPTED FOR PHONES AND HANDHELD COMPUTERS, MOUSE PADS, PARTY FAVOURS AND FESTIVE DECORATIONS AND

**Reg. No. 4,200,545** ORNAMENTS, GIFTS, SOAPS, PERFUMERY, ESSENTIAL OILS, COSMETICS, HAIR LOTIONS, HAIR CARE PRODUCTS, TOILETRIES, DENTIFRICES, PERSONAL HYGIENE PRODUCTS, CLEANING, POLISHING AND ABRASIVE PREPARATIONS, SUBSTANCES FOR LAUNDRY USE, MANICURE TOOLS, NAIL CARE PREPARATIONS, NAIL POLISH, NAIL VARNISH, FALSE NAILS, DIETETIC SUBSTANCES, FOOD FOR BABIES, SANITARY PREPARATIONS, CANDLES, WICKS, SPILLS FOR LIGHTING, GREASES, LUBRICANTS, OILS FOR PAINTS, CUTLERY, CROCKERY, MANICURE SETS, SHAVING INSTRUMENTS, RAZORS, MACHINES AND MACHINE TOOLS FOR KITCHEN OR HOUSEHOLD PURPOSES, HAND-HELD TOOLS, FILMS, CAMERAS, PHOTO DISCS, VIDEO RECORDERS, AUDIO AND VIDEO TAPES, RECORDS AND DISCS, INSTRUMENTS AND APPARATUS FOR THE RECORDING, TRANSMITTING AND/OR REPRODUCTION OF SOUNDS AND/OR IMAGES, TELEVISIONS, CASSETTE TAPE PLAYERS AND/OR RECORDERS, VIDEO CASSETTE AND/OR DISC PLAYERS AND/OR RECORDERS, RADIOS, TELEPHONES, WIRELESS PHONES, MOBILE PHONES, MOBILE PHONE CASES, DECORATIONS AND STRAPS FOR PHONES, CALL INDICATORS, CALCULATING MACHINES, CALCULATORS, ELECTRONIC AND COMPUTER GAMES, CINEMATOGRAPHIC FILMS, LIGHTS, FANS, COOKING UTENSILS, CAKE AND PASTRY MOULDS, TOASTERS, OVENS, KITCHEN UTENSILS, UTENSILS AND CONTAINERS FOR SERVING OR STORING FOOD AND/OR BEVERAGES, CHOP STICKS, CUTTING INSTRUMENTS, PORCELAIN, CHINAWARE, CRYSTAL WARE, ENAMELWARE, SILVERWARE, GLASSWARE, TERRA-COTTA WARE, EARTHENWARE, CERAMICS, HAIR DRYERS, LAMPS, LAMP SHADES AND PARTS AND FITTINGS THEREFOR, BABY CARRIAGES, BALLOONS, BICYCLE HORNS, CLOCKS AND WATCHES AND ACCESSORIES AND PARTS AND FITTINGS THEREFOR, JEWELLERY AND IMITATION JEWELLERY, ORNAMENTS, GOODS OF PRECIOUS METAL OR COATED THEREWITH, MUSIC BOXES, MUSICAL INSTRUMENTS, PICTURES, PHOTOGRAPHS, STATIONERY, PAPER AND CARDBOARD AND GOODS MADE FROM THESE MATERIALS, ARTISTS MATERIALS, PAINT BRUSHES, WRITING INSTRUMENTS, PRINTED MATTER, BOOKS, NEWSPAPERS, MAGAZINES AND PERIODICALS, GREETING AND CHRISTMAS CARDS, PLAYING CARDS, PACKING AND PACKAGING MATERIALS, PICTURE FRAMES AND STANDS, ADHESIVES FOR STATIONERY OR HOUSEHOLD PURPOSES, GOODS MADE OF LEATHER AND/OR IMITATIONS OF LEATHER, BAGS AND LUGGAGE, PURSES AND WALLETS, UMBRELLAS, WALKING STICKS, FURNITURE, MIRRORS, COAT HANGERS AND PEGS, BOXES AND CONTAINERS, NAME PLATES, SMALL HOUSEHOLD FITTINGS, HOUSEHOLD OR KITCHEN UTENSILS AND CONTAINERS, COMBS, SPONGES, BRUSHES, ARTICLES FOR CLEANING PURPOSES, SPECTACLES, SPECTACLE FRAMES AND SUNGLASSES AND CASES AND ACCESSORIES THEREFOR, TEXTILE AND TEXTILE GOODS, BEDDING, AND TABLE LINENS AND COVERS, NAPKINS, TABLE MATS, FURNITURE, HABERDASHERY, HANDKERCHIEVES, ARTICLES OF CHILDREN, WOMEN AND MEN'S CLOTHING, FOOTWEAR, HEADGEAR AND GLOVES, BUTTONS, BADGES, RIBBONS AND BRAID, LACE AND EMBROIDERY, HAIR PINS AND ORNAMENTS, BRACES, SHOE ORNAMENTS, HAT ORNAMENTS, ZIPPER AND ZIPPER FASTENERS, CARPETS, RUGS AND MATS, TOYS, GAMES AND PLAYTHINGS, DOLLS, PLUSH TOYS, SOFT DOLLS, FIGURINES, SPORTING ARTICLES, DECORATIONS FOR CHRISTMAS TREES, FOOD AND BEVERAGES, CONFECTIONERY, FLORAL PRODUCTS, MATCHES, CIGARS, CIGARETTES AND SMOKERS' ARTICLES; ADVERTISING; ORGANIZATION OF EXHIBITIONS FOR COMMERCIAL OR ADVERTISING PURPOSES; PUBLICATION OF PUBLICITY TEXTS; SALES PROMOTION FOR OTHERS; ARRANGING OF FAIRS AND EXHIBITIONS FOR ADVERTISING PURPOSES; BUSINESS MANAGEMENT OF PERFORMING ARTISTS; IMPORT-EXPORT AGENCIES; COMPILATION OF INFORMATION INTO COMPUTER DATABASES; DIRECT MAIL ADVERTISING; BUSINESS MANAGEMENT OF HOTELS; MARKETING RESEARCH; OUTDOOR ADVERTISING; PERSONNEL RECRUITMENT; ADVERTISING AGENCY SERVICES; RADIO ADVERTISING; TELEVISION ADVERTISING; ON-LINE ADVERTISING ON A COMPUTER NETWORK; RENTAL OF ADVERTISING TIME ON COMMUNICATION MEDIA; OFFICE MACHINES AND EQUIPMENT RENTAL; VENDING MACHINE RENTAL SERVICES; AUCTIONEERING, IN CLASS 35 (U.S. CLS. 100, 101 AND 102).



**Reg. No. 4,200,545** FOR: COMPUTERIZED FINANCIAL SERVICES, NAMELY, ELECTRONIC COMMERCE PAYMENT SERVICES, NAMELY, ESTABLISHING FUNDED ACCOUNTS USED TO PURCHASE GOODS AND SERVICES ON THE INTERNET; COMPUTERIZED FINANCIAL SERVICES FOR RETAIL BUSINESSES, NAMELY, A MICRO-PAYMENT SYSTEM FOR ONLINE TRANSACTIONS FOR THE PURCHASE OF GOODS AND SERVICES; INFORMATION, ADVISORY AND CONSULTANCY SERVICES RELATING TO FUNDED ACCOUNTS USED TO PURCHASE GOODS AND SERVICES ON THE INTERNET; AGENCY FOR RENTING OF APARTMENTS; APARTMENT HOUSE MANAGEMENT; BANKING; CAPITAL INVESTMENTS; CHARITABLE FUND RAISING; CREDIT CARD SERVICES; ISSUANCE OF CREDIT CARDS; DEBIT CARD SERVICES; FINANCIAL INFORMATION; FINANCING SERVICES; ISSUE OF TOKENS OF VALUE; ISSUING OF CHEQUES AND TRAVELLERS' CHECKS; LEASING OF REAL ESTATE; REAL ESTATE MANAGEMENT; RENT COLLECTION; RENTAL OF OFFICES; RENTING OF APARTMENTS; RENTING OF FLATS; SAVINGS BANKS; ELECTRONIC FUNDS TRANSFER; REAL ESTATE AGENCIES; TRUSTEESHIP SERVICES; FIRE INSURANCE UNDERWRITING; FUND INVESTMENTS; HEALTH INSURANCE UNDERWRITING; INSURANCE BROKERAGE; INSURANCE UNDERWRITING; LIFE INSURANCE UNDERWRITING; MARINE INSURANCE UNDERWRITING; MUTUAL FUNDS BROKERAGE, DISTRIBUTION, AND INVESTMENT; HOME BANKING; FINANCING OF LOANS, IN CLASS 36 (U.S. CLS. 100, 101 AND 102).

FOR: TELECOMMUNICATION SERVICES, NAMELY, PROVIDING INTERNET ACCESS VIA BROADBAND OPTICAL OR WIRELESS NETWORKS; CABLE TELEVISION BROADCASTING; TELEVISION BROADCASTING; CELLULAR TELEPHONE COMMUNICATION; COMMUNICATIONS BY FIBER OPTIC NETWORKS; COMMUNICATIONS BY TELEGRAMS; COMMUNICATIONS BY TELEPHONE; PROVIDING INFORMATION IN THE FIELD OF TELECOMMUNICATIONS, SPECIFICALLY REGARDING COMMUNICATION BY TELEPHONES AND CELLULAR TELEPHONES; COMPUTER AIDED TRANSMISSION OF MESSAGES AND IMAGES; ELECTRONIC MAIL; FACSIMILE TRANSMISSION; RADIO BROADCASTING; SENDING OF TELEGRAMS; TELEPHONE COMMUNICATION SERVICES; VIDEO TELEPHONE SERVICES; TELEVISION BROADCASTING; PAGING SERVICES; PROVIDING TELECOMMUNICATIONS CONNECTIONS TO A GLOBAL COMPUTER NETWORK; PROVIDING USER ACCESS TO A GLOBAL COMPUTER NETWORK; TELECOMMUNICATIONS ROUTING AND JUNCTION SERVICES; ELECTRONIC BULLETIN BOARD SERVICES; TELECONFERENCING SERVICES; COMMUNICATION VIA CONSUMER VIDEO GAME APPARATUS BY DIGITAL TRANSMISSION OR BY SATELLITE; PROVIDING INFORMATION ON COMMUNICATION VIA CONSUMER VIDEO GAME APPARATUS BY DIGITAL TRANSMISSION OR BY SATELLITE; COMMUNICATION VIA ARCADE VIDEO GAME MACHINES BY DIGITAL TRANSMISSION OR BY SATELLITE; PROVIDING INFORMATION ON COMMUNICATION VIA ARCADE VIDEO GAME MACHINES BY DIGITAL TRANSMISSION OR BY SATELLITE; COMMUNICATION VIA HANDHELD GAME APPARATUS BY DIGITAL TRANSMISSION OR BY SATELLITE; PROVIDING INFORMATION ON COMMUNICATION VIA HANDHELD GAME APPARATUS BY DIGITAL TRANSMISSION OR BY SATELLITE; TELECOMMUNICATION SERVICES, OTHER THAN BROADCASTING, NAMELY, PROVIDING INTERNET ACCESS VIA BROADBAND OPTICAL OR WIRELESS NETWORKS; NEWS AGENCIES, NAMELY, THE TRANSMISSION OF NEWS ITEMS TO NEWS REPORTING ORGANIZATIONS; RENTAL OF TELECOMMUNICATION EQUIPMENT INCLUDING TELEPHONES AND FACSIMILE APPARATUS; RENTAL OF MODEMS; ELECTRONIC MESSAGE SENDING, MESSAGE SENDING VIA A WEBSITE; SATELLITE TRANSMISSION, IN CLASS 38 (U.S. CLS. 100, 101 AND 104).

FOR: SERVICES FOR PROVIDING FOOD AND DRINK; PROVIDING TEMPORARY HOUSING ACCOMMODATIONS; HOTEL ACCOMMODATION SERVICES AND CATERING SERVICES FOR GUESTS; RESTAURANTS; CAFES; CAFETERIAS; BARS; CANTEENS; CATERING SERVICES; SELF-SERVICE RESTAURANTS; SNACK BARS; COCKTAIL LOUNGES; PROVIDING INFORMATION IN THE FIELD OF PROVISION OF FOOD AND DRINKS; PROVISION OF TEMPORARY ACCOMMODATIONS AND LODGING FACILITIES IN THE NATURE OF HOTELS, MOTELS, AND BOARDING HOUSES; AGENCY SERVICES FOR THE RESERVATION OF TEMPORARY ACCOMMODATIONS AND LODGING FACIL-

**Reg. No. 4,200,545** ITIES IN THE NATURE OF HOTELS, MOTELS, AND BOARDING HOUSES; PROVIDING INFORMATION IN THE FIELD OF TEMPORARY ACCOMMODATIONS FOR TRAVELERS; CHILD CARE CENTERS; DAY-NURSERIES; TOURIST HOMES; BAR SERVICES, IN CLASS 43 (U.S. CLS. 100 AND 101).

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

PRIORITY DATE OF 3-31-2011 IS CLAIMED.

OWNER OF INTERNATIONAL REGISTRATION 1091303 DATED 4-15-2011.

OWNER OF U.S. REG. NO. 3,976,576.

SER. NO. 79-102,769, FILED 4-15-2011.

**REQUIREMENTS TO MAINTAIN YOUR FEDERAL  
TRADEMARK REGISTRATION**

**WARNING: YOUR REGISTRATION WILL BE CANCELLED IF YOU DO NOT FILE THE  
DOCUMENTS BELOW DURING THE SPECIFIED TIME PERIODS.**

**Requirements in the First Ten Years\***

**What and When to File:**

**First Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) between the 5th and 6th years after the registration date. *See* 15 U.S.C. §§1058, 1141k. If the declaration is accepted, the registration will continue in force for the remainder of the ten-year period, calculated from the registration date, unless cancelled by an order of the Commissioner for Trademarks or a federal court.

**Second Filing Deadline:** You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between the 9th and 10th years after the registration date.\*  
*See* 15 U.S.C. §1059.

**Requirements in Successive Ten-Year Periods\***

**What and When to File:**

You must file a Declaration of Use (or Excusable Nonuse) **and** an Application for Renewal between every 9th and 10th-year period, calculated from the registration date.\*

**Grace Period Filings\***

The above documents will be accepted as timely if filed within six months after the deadlines listed above with the payment of an additional fee.

**The United States Patent and Trademark Office (USPTO) will NOT send you any future notice or  
reminder of these filing requirements.**

**\*ATTENTION MADRID PROTOCOL REGISTRANTS:** The holder of an international registration with an extension of protection to the United States under the Madrid Protocol must timely file the Declarations of Use (or Excusable Nonuse) referenced above directly with the USPTO. The time periods for filing are based on the U.S. registration date (not the international registration date). The deadlines and grace periods for the Declarations of Use (or Excusable Nonuse) are identical to those for nationally issued registrations. *See* 15 U.S.C. §§1058, 1141k. However, owners of international registrations do not file renewal applications at the USPTO. Instead, the holder must file a renewal of the underlying international registration at the International Bureau of the World Intellectual Property Organization, under Article 7 of the Madrid Protocol, before the expiration of each ten-year term of protection, calculated from the date of the international registration. *See* 15 U.S.C. §1141j. For more information and renewal forms for the international registration, see <http://www.wipo.int/madrid/en/>.

**NOTE: Fees and requirements for maintaining registrations are subject to change. Please check the USPTO website for further information. With the exception of renewal applications for registered extensions of protection, you can file the registration maintenance documents referenced above online at <http://www.uspto.gov>.**

# **EXHIBIT E**

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2012-08-08 17:12:06 ET

Serial Number: 85689262 [Assignment Information](#) [Trademark Document Retrieval](#)

Registration Number: (NOT AVAILABLE)

Mark

ANGRY

(words only): ANGRY

Standard Character claim: Yes

Current Status: New application will be assigned to an examining attorney approximately 3 months after filing date.

Date of Status: 2012-08-06

Filing Date: 2012-07-27

Transformed into a National Application: No

Registration Date: (DATE NOT AVAILABLE)

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)

Current Location: 042 -New Application Processing

Date In Location: 2012-08-06

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## LAST APPLICANT(S)/OWNER(S) OF RECORD

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1. Rovio Entertainment Ltd

**Address:**

Rovio Entertainment Ltd  
P.O. Box 65  
02151 Espoo  
Finland

**Legal Entity Type:** Limited Liability Company

**State or Country Where Organized:** Finland

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## GOODS AND/OR SERVICES

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**International Class:** 009

**Class Status:** Active

Scientific, nautical, surveying, photographic, cinematographic, optical, weighing, measuring, signaling, checking (supervision), life-saving and teaching apparatus and instruments; apparatus and instruments for conducting, switching, transforming, accumulating, regulating or controlling electricity; apparatus for recording, transmission or reproduction of sound or images; magnetic data carriers, recording discs; automatic vending machines and mechanisms for coin-operated apparatus; cash registers, calculating machines, data processing equipment and computers; fire-extinguishing apparatus; video games for mobile phones, laptops, consoles, tablets; electronic game programs; downloadable electronic game programs; electronic game software; computer game programs; downloadable computer game programs; interactive game software; interactive game programs; computer operating programs, recorded; computer programs; computer software (recorded); computers; printers for use with computers; programs for handheld game devices; apparatus for games adapted for use with television receivers; cinematographic apparatus; DVD discs; compact discs; CD-ROM discs; mouse pads; sunglasses; spectacles; eyeglass chains; spectacle cases; contact lenses; containers for contact lenses; wireless phones; mobile telephones and parts and fittings therefor; carriers and holders for mobile telephones and personal computers; headphones; earphones; earphones and microphones/speaker phones for use with mobile telephones; mobile phone straps, cases; stands for portable telephone; antenna caps for portable phone; batteries; battery boxes; battery chargers; digital music downloadable from the internet; downloadable music files; abacuses; audiovisual teaching apparatus; binoculars; calculators; cameras, cinematographic cameras, and parts and fittings therefor; lenses for cameras; capacity measures; motion picture films; animated cartoons; cassette players; electric door bells; electronic pocket translators; fire alarms; flashlights; frames for photographic transparencies; heat regulating apparatus; juke boxes; optical lenses; letter scales; life belts; life jackets; life-saving rafts; locks, electric; magnetic encoded cards; magnetic encoders; magnets; magnifying glasses; microphones; microscopes; neon signs; notebook computers; electronic pens; phonograph records; photocopiers; pocket calculators; projection apparatus; radios; record players; remote control apparatus; rulers (measuring instruments); scales; smart cards; smoke detectors; sockets, plugs and other contacts; telephones apparatus, receivers, transmitters, wires; telescopes; television apparatus; temperature indicators; theft prevention installations, electric; thermometers; thermostats; video cassettes, video game cartridges; videotapes; video screens; video recorders; word processors; audio and visual apparatus with sing along devices; pagers, and parts and fittings therefor; pager cases or casings; call indicators for telephones, mobile telephones and pagers; electronic agendas; electric alarm bells; alarms; bar code readers; barometers; buzzers; electric buzzers;

central processing units (processors); chips (integrated circuits); chronographs (time recording apparatus); computer keyboards; computer memories; computer peripheral devices; acoustic couplers; couplers (data processing equipment); optical data media; optical discs; disks (magnetic); divers' apparatus; divers' masks; diving suits; electronic notice boards; electronic pens (visual display units); eyeglass cords; eyepieces; eyeshades; facsimile machines; filters (photography); floppy disks; head cleaning tapes (recording); hygrometers; integrated circuits; intercommunication apparatus; interfaces (for computers); invoicing machines; lens hoods; magnetic tape units (for computers); magnetic tapes; measuring spoons; metronomes; microprocessors; modems; money counting and sorting machines; monitors (computer hardware); monitors (computer programs); mouse (data processing equipment); optical fibers (light conducting filaments); optical glass; optical goods; parking meters; protractors (measuring instruments); radiotelegraphy sets; radiotelephony sets; scanners (data processing equipment); semi-conductors; slides (photography); sound recording strips; demagnetizing apparatus for magnetic tapes; telegraph wires; telegraphs (apparatus); teleprinters; teleprompters; teletypewriters; ticket dispensers; transmitters (telecommunication); transmitters (telecommunication); transmitting sets (telecommunication); vacuum gauges; video screens; video telephones; video recorders; whistle alarms; ear plugs for divers; egg timers; goggles for sports; protective helmets for sports; navigation apparatus for vehicles (on board computers); electronic publications (downloadable); personal stereos; satellites for scientific purposes; wrist rests for use with computers; electronic circuits and CD-Roms which enable the recording of automatic playing program for the use of electronic musical instruments; data storage media where programs for consumer's video game devices are saved; memory cards for consumer videogame apparatus; cases, containers, bags, coverings designed for protecting, maintaining and carrying phones and laptops

**Basis:** 1(b), 44(e)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

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### ADDITIONAL INFORMATION

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**Foreign Registration Number:** 255027

**Foreign Registration Date:** 2012-03-30

**Country:** Finland

**Foreign Expiration Date:** 2022-03-30

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2012-08-06 - New Application Office Supplied Data Entered In Tram

2012-07-31 - New Application Entered In Tram

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**ATTORNEY/CORRESPONDENT INFORMATION**

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